

Best Wishes
Fred J. King

JACK ARMSTRONG, THE ALL AMERICAN BOY

NUMBER 3293

MONDAY, SEPTEMBER 29, 1947

CAST

JACK
VIC
BILLY
BETTY
HUEGNER
RAY JOHNSON
KAWKU
VOICE (DOUBLE GREAT TURTLE)

FINAL DRAFT
DRAMA COPY

PRODUCTION NOTE

ECHO

ORGAN

THEME

REPEAT LAST THREE CHORDS - STINGER

FAST RUN - SUSTAIN LAST CHORD

SUSPENSE HOLD BG

SWELL FADE OUT BEHIND

TENSION

SUSPENSE TO CONCLUSION

AGITATO INTO FLIGHT MOTIVE

SUSPENSE

AGITATO

FURIOSO TO CONCLUSION

AGITATO

SUSPENSE

SUSPENSE

SUSPENSE

ASCENDING PROGRESSION

CONCLUSION

THEME

Jack Armstrong
Encyclopedia

by

Fred L. King

JACK ARMSTRONG AND -- JUNGLE SHADOWS !

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FORWARD

This book has been written to provide a reference for collectors and historians who fondly recall the Jack Armstrong character. It is filled with exacting trivia to help collectors of memorabilia from the radio program, to date premiums, to jog the memories of those who remember the program first hand, and to make the collecting of Jack Armstrong material most enjoyable for the collector.

Much of the information here comes from old records of General Mills, and every attempt has been made to make the material as accurate as possible. Ms. Jean Toll, current archivist for the company has kindly furnished material which has assisted in the preparation of the book. Ms. Evelyn Wilson, a long time associate of General Mills, has been especially helpful in furnishing information to collectors of premiums from the Jack Armstrong and Lone Ranger programs. In so doing, this gracious lady has burnished the image of General Mills until it shines as brightly as the Jack Armstrong Luminous Dragon's Eye Ring did when we were kids.

Return with us now to the golden days of one of the most popular radio programs ever broadcast. Once again, take Franklyn MacCormack's advice, pour out a bowl of Wheaties, slice on a banana and add some sugar and milk. Then, put your feet up on the coffee table and see how many of the great adventures you recall sharing with Jack Armstrong and his friends as you read through this summary of one of childhood's finest hours.

JACK ARMSTRONG ENCYCLOPEDIA

ANNOUNCERS - The original announcer for the Jack Armstrong program was David Owen who had served the same function on the Skippy radio show. Most fans of the Jack Armstrong radio program seem to best recall the announcing of Franklyn MacCormack. Announcers included:

David Owen

Truman Bradley

Paul Douglas

Franklyn MacCormack

Marvin Kraft

Bob McKee



Poetry, read by Franklyn MacCormack, is a very effective part of the broadcasts of the Hymns of All Churches Choir, over NBC.

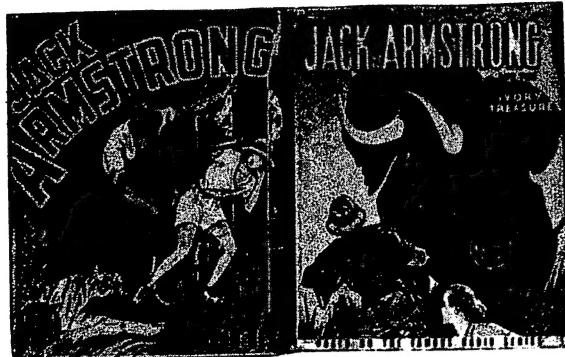
Franklyn MacCormack as he appeared at the microphone.

ARMSTRONG, JACK - The All-American Boy of radio fame. A fictional character, played throughout most of the life of the program by Charles Flynn. Flynn was 5' 11" tall, weighed 165 lbs with gray eyes and light brown hair, so we may know what the real appearance of the radio hero was. As designed by the script writers, the fictional Jack was of high school age, with a liking for athletics, fun and adventure, and with an interest in all sports. At the same time, he was attentive to his studies and wanted to achieve a good educational background. He had keen powers of observation and an alert interest in his environment. Jack's mother and father were both living and he had no brothers or sisters. The town of Hudson in which he lived was in the mid-west with a population of 30,000 to 50,000 people. Jack Armstrong was the sort of boy most American boys would like to become.



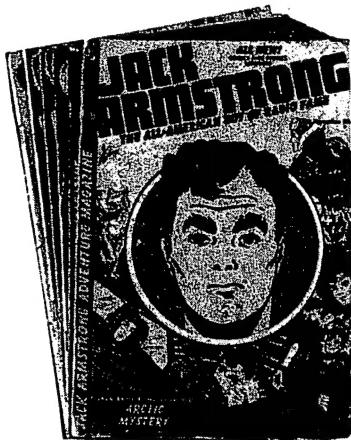
Jack Armstrong - 1940

BIG LITTLE BOOKS - The small, thick childrens' books which were so popular in the 1930's and 1940's were generally labeled Big Little Books and Better Little Books. Of the hundreds of titles published, two featured Jack Armstrong stories. The first was titled, Jack Armstrong and the Ivory Treasure, the second was Jack Armstrong and the Mystery of the Iron Key.



The Big Little Books

COMICS - Jack Armstrong turned up in daily and Sunday comic strips from 1947 to 1949. The artist for the strips was Bob Schoenke. A series of 13 Jack Armstrong comic magazines ran from November, 1947, through September, 1949. Issue number 12 of the comic has, on a few rare examples, the 10¢ price label on the cover obscured by a "FREE" marker as the magazine was used as a test premium in the Chicago area apparently.



The Comic Magazines

DISPOSAL - Ever wonder what happened to the millions of envelopes and Wheaties boxtops which arrived at General Mills? In the 1930's, such material was sold to Mr. W. F. Nelson's firm as scrap paper. This apparently worked out fairly well until a scrap paper worker found \$9 in dimes in the bottom of the paper bin one day, and it is rumored that workers tended to spend time looking for money after that rather than moving scrap paper about as efficiently as they should have.

FAIRFIELD, BETTY - Billy's sister and friend of Jack Armstrong. Betty could give a good account of herself in any situation and was a good athlete. Only in the waning years of the Jack Armstrong program was Betty and Jack allowed to show a romantic interest in each other to any degree at all.



Betty Fairfield - 1940

FAIRFIELD, BILLY - Billy Fairfield was Jack Armstrong's constant companion in adventure. He was a good athlete but did not have the spark that made Jack Armstrong outstanding on the athletic field. Billy often inadvertently created a problem through accidents which others in the cast had to resolve.



Billy Fairfield - 1940

FAIRFIELD, UNCLE JIM - A colonel in the U. S. Army, though inactive. He was an uncle to Billy and Betty though not related to Jack Armstrong. Billy, Betty and Jack all called him "Uncle" however. He owned an aircraft factory and frequently took the three teenagers with him on world travels. He was once an instructor at West Point and knew many armed service personnel in high places.



Uncle Jim Fairfield - 1940

GENERAL MILLS - Sponsor of the Jack Armstrong radio program, the company was formed by actions starting on June 20, 1928. Washburn Crosby joined with 26 other firms to form the company, including among others, the Red Star Milling and Rocky Mountain Elevator Company, the Royal Milling Company, the Kalispell Flour Mills Company, the Kell Mills and Sperry Mills. By early 1929, flour producing capacity was more than 81 thousand barrels per day with storage capacity for more than 47 million bushels.

MERCHANDISING - General Mills Industries was in business during its sponsorship of the Jack Armstrong radio program, not to entertain the youth of America with radio programs (except secondarily) but to make a reasonable profit for the company. A radio program or premium offer which lost money for the firm obviously could not be acceptable since the company could not pay stock-holders a return on investment unless promotions were to some extent successful. In selling the company's products, there were successes (the company is still functional to prove that), but there were trials for the company's executives who were responsible for ironing out problems that arose in advertising. Successes need no explanation or discussion, while problems seem worth mention. Here are some of the difficulties that arose that must have added color to being a General Mills executive when Jack Armstrong was a boy.

Jack Armstrong was named for a real person of the same name who was familiar to an executive for General Mills. In 1939, the executive again met the real life Jack Armstrong who lived in Minneapolis. "I've been swamped with telephone calls from kids asking me when they're going to get the Hike-O-Meters that were advertised on the radio," the man protested, since he was the Jack Armstrong listed in the phone directory. Then, too, there were other problems with the Hike-O-Meter.

The Hike-O-Meter was first offered nationally on a Thursday broadcast, and the following Monday over 176,000 requests for the premium had arrived to the consternation of both the Minneapolis Post Office and the Coupon Service Division of General Mills. Every day that week brought in over 70,000 more requests and the following weekend the mail continued to accumulate until on the second Monday another 122,000 orders arrived. Then, on February 27, 1939 (the third Monday), the Coupon Service was stunned by a load of 180,000 returns in one day. This was in a ratio of one Hike-O-Meter for each 7 kids in America, eventually with over 1,200,000 Hike-O-Meters being sent out. Of course, a Wheaties box top accompanied each request so the problem was the pleasant one for the company of successful advertising.

On another occasion, there were numerous complaints from housewives about a rivet which showed in another premium, as it held the dish to the base in a bowl offer. There were Ivy Plants and Pinks Flower offers and other flower premiums where the bulbs died enroute from Holland or succumbed to mailings made before freezing weather was over in the spring. There were many premiums returned as mailed because of undecipherable handwriting on the order and a resulting bad address, or the recipient moved during the mailing. Bigger problems arose though.

The possibility of issuing a water gun premium was once considered for the Jack Armstrong program. A young executive was given carfare and sent out into the city (Minneapolis) to interview 25 housewives in order to make a determination of acceptance for the premium. After all, parents might not have wanted their kids to go about the house shooting the canary and a tired father just home from a hard day's work with a jet of water. When the executive showed up at the first house, pulled the pistol out of his pocket, and heard a scream from the housewife, he retreated to rethink the survey. The Jack Armstrong Water Pistol is a premium which never reached maturity.

The Magic Answer Box premium of January, 1940, has an interesting history. Originally, a "Lie Detector" was tried as a test premium but met with little success. The author of the scripts at the time, Mundy, objected to the idea and there was also some thought that parents would not approve of a device which would ascertain whether or not their children were telling the truth. Finally, by making it a "Magic Answer Box" instead and labeling it merely a game, the premium was accepted and went out to more than 600,000 listeners.

LOTS OF FUN AND LAUGHS WITH THE LIE DETEKTOR

The LIE DETEKTOR is a simple instrument which "guesses" whether the person holding it IS or IS NOT telling the truth when questions are asked.

It is based on the same general principles as the famous scientific Lie Detectors used by crime detection bureaus. Naturally, though a small, simple instrument like this cannot possibly have the accuracy of the large, costly machines actually used by the government.

Through the action of the tell-tale needle as the DETEKTOR is held in the subject's hand you can tell whether he is telling "the whole truth and nothing but the truth"—or whether he is spoofing just a little or whether he is telling a 100% outright fib.

DIRECTIONS FOR USE—HOW TO USE

1. Your partner asks you a question.
2. You answer that question.
3. Then—you grasp the Lie Detektor, making sure that the grilled portion on the side is held firmly in palm of hand. Do not grasp the Detektor until after you have answered the question!
4. As you hold the Detektor, watch the progress of the tell-tale needle as it reveals whether your answer has been true or false. The needle's speed of movement suggests the "degree" of truth or falsehood in the answer.

NOTE—if the needle refuses to move at all, it is probably a sign that you are not concentrating on the test sufficiently to get a recording on the Detektor. Let your partner take a turn and then try again.

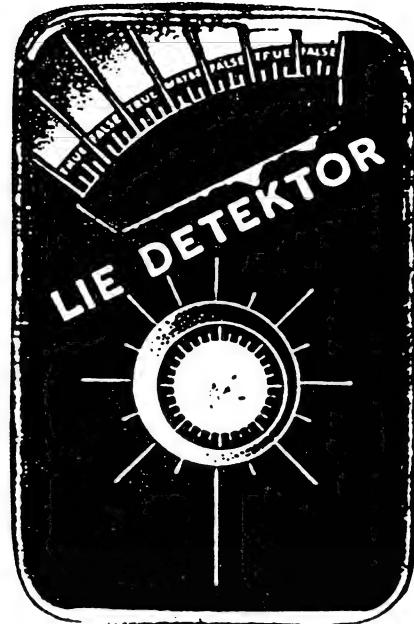
SUGGESTION FOR TRUE-FALSE GAME

Here are a few questions you can use in playing True-False, and you will surely think of many more yourself that you want to test out on your friends.

When you play True-False, ask the question, get the subject's answer, then let the Lie Detektor check the answer to determine whether the subject has been telling the truth. Mark your scores on a piece of paper.

ALWAYS ASK THE QUESTION BEFORE THE LIE DETEKTOR IS GRASPED IN THE HAND.

Do You Like Boys?	Do You Eat Your Spinach?
Do You Like Girls?	Do You Like to Go to the Circus?
Do You Like to Be Spanked?	Have You Ever Ridden in an Airplane?
Do You Hurry Home from School?	Can You Stand on Your Head?
Do You Wash Behind Your Ears?	



Directions for Using Lie Detektor

Answer the question FIRST!

THEN grasp the Lie Detektor firmly in the palm of your hand. Make sure your hand covers the little holes on the side.

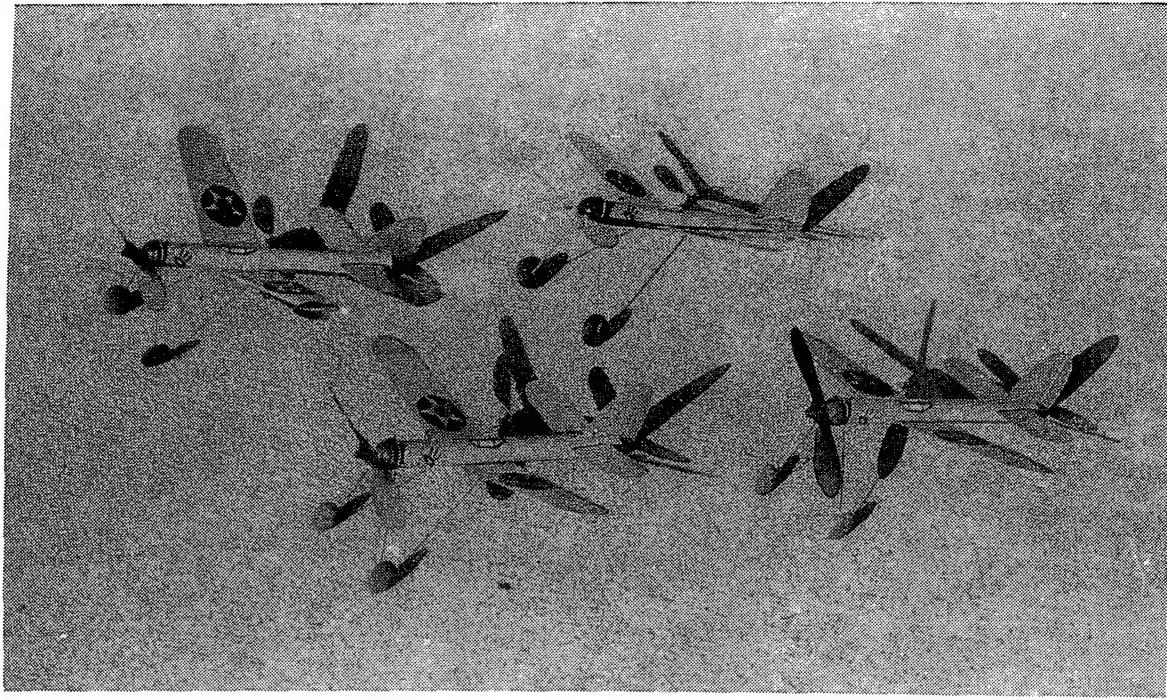
HOLD DETEKTOR UPRIGHT. Give the needle time to swing back to starting point between questions.

IMPORTANT

Keep instrument away from heat!

The Lie Detektor - Forerunner
of the Magic Answer Box.

In the spring of 1940, the Sky Ranger airplane gave problems. The plane was produced in Minneapolis in a quantity of 6,000,000, a quantity which experience dictated would be needed. Then, 1,200,000 of the planes were shipped to Buffalo to be included in shipments to grocers with Wheaties packages. Unfortunately, a very hot fire broke out (the thin aluminum parts of the planes must have ignited much as magnesium does) and the planes were destroyed. Baked Apple premium jars were also in the plant at the time. With only 30 days to go before the premium offer, the plant in Minneapolis managed to turn out replacements for the destroyed planes however. Then, the problem continued with the planes. The weather was sufficiently cold that the rubber bands in the planes broke in many of them and the planes arrived unassembled in the shipping boxes to the grocers.



A Fleet of Sky Ranger Airplanes

When General Mills decided to offer Creamer & Sugar Sets in August, 1934, there was apprehension that few people would send the Wheaties top and 25¢ for the offer since a quarter was relatively a large amount of money in those depression days. Orders for the premium came in very large number, however. The problem came after the offer had been made. Restless labor leaders promoted one of the first really big truck driver's strikes in America in Minneapolis. The result was thousands and thousands of offered premiums addressed and packed with no transportation to the post office. Eventually, the strike was resolved and the premiums moved out.

Of course, Wheaties premium advertising was full of successes too. Shirley Temple received \$2,500 for the use of her likeness in the bottom of the cereal dish premium in 1935; that promotion was so successful she managed to command ten times that amount when the next premium with her photo celebrated the first premium's success. Shirley Temple's handwritten order for a Hike-O-meter in later years was a prize for conversation about the General Mills offices. That must have made up for some of the headaches associated with premium offers.

During World War II, when a search was made of the libraries in Detroit and Chicago to find out what an old German bombsight looked like in order to design a bombsight premium, the American Government wondered why anyone wanted to know about such stuff. That must have been uncomfortable for at least some of General Mills' staff.

Why were so many postage permit imprints used on premiums mailed out? Because at one time, General Mills found it had received \$33,000 in postage stamps in premium orders, and the stamps ended up a sticky mess.

Then there was the time when Silver, the Lone Ranger's horse had a foal, and a contest to name the colt was held. Amazingly, the winner chose to receive a white colt instead of \$5,000 in cash, and General Mills had to scour the country to find an appropriate white colt for the prize.

MOVIES - Jack Armstrong was a movie hero only once, when a fifteen chapter serial by Columbia Pictures appeared in 1947. The plot is one in which Vic Hardy, a scientist who is working in Uncle Jim's factory, is kidnapped and taken to an island, Point X. Jack and his friends pursue and rescue the scientist. The cast of characters include:

Jack Armstrong - John Hart
Billy Fairfield - Joe Brown
Betty Fairfield - Rosemary La Planche
Uncle Jim Fairfield - Pierre Watkin
Umala - Rues Vincent
Vic Hardy - Hugh Prosser



Scenes From the Movie Serial

PLAYERS - Because of the long run of the program, a number of actors and actresses were featured on the Jack Armstrong program.

Jack Armstrong - Jim Ameche was the original player in the title role. He played the part until 1938. Stanley Harris was in the Jack Armstrong part from 2/6/38 through 4/28/39. Frank Behrens played Jack in 1939. Charles Flynn became Jack Armstrong 10/1/39 and continued until 1943 when he was in the U. S. Army, returning to the role from 1944 through the end of the program in 1951. Rye Billsbury played the part in 1943 - 1944 during Flynn's absence.

Billy Fairfield - Murray McLean played the part of Billy for a time, but John Gannon was in the role for most of the program's run. From March 23, 1943, when Gannon was drafted, until his return in March of 1946 to the role, Roland Butterfield filled the part. Milton Guion is mentioned in the role for a time by some historians. Dick York finished in the part until the program expired as Armstrong of the S.B.I.

Betty Fairfield - Sheindel Kalish was Betty until she left the program to take a part in the stage play Maedchen in Uniform. Sarajane Wells, who had been playing the part of Gwendolyn Duval, was moved to the role of Betty and the part of Gwendolyn was written out. Loretta Poynton played Betty from 10/24/41 until Naomi May became Betty in 1943. Patricia Dunlap finished the part until the demise of Armstrong of the S.B.I.

Uncle Jim Fairfield - The role was filled by James Goss through the run of the program.

Other players - Supporting roles on the Jack Armstrong program included several characters who appeared for a time and disappeared forever as well as characters who turned up from time to time.

Some other characters on the program were played by:

Coach Hardy.....	Ed Davison
	Arthur Van Slyke
	Olan Soule
Talia-San.....	Ken Christy
Arabi Sarrash.....	Ralph Schoolman
Pat O'Hara.....	Bill Myers
Roberts.....	James Goss
Blackbeard Flint.....	Bob Barron
Sullivan Lodge.....	Ken Christy
Lal Singh.....	Michael Romano
Lorenzo.....	Herbert Butterfield
Diana Davis.....	Lesley Woods
Pete Emmitt.....	Art McConnell
Noorian.....	Butler Mandeville
Weissoul (The man with 100 faces).....	Herbert Butterfield
Joe Wilson.....	Fern Persons
Doctor Lambert.....	Herbert Butterfield
Babu.....	Frank Behrens
Captain Hughes.....	Don Ameche
	Jack Doty
	Frank Dane
Gwendolyn Duval.....	Sarajane Wells



Sarajane Wells
October, 1942



Jim Ameche
1933



Charles Flynn
February, 1942



Frank Behrens and Sarajane Wells
January, 1939



Stanley Harris
1939



Patricia Dunlop
1950



Rye Billsbury was once Jack Armstrong as well as playing Peter Templeton on NBC's Woman in White.



Sarajane Wells was Betty Fairfield, and played the part of Eileen Holmes on NBC's Woman in White.



*To my friend, Bennie
Jack Armstrong*

The "real" Jack Armstrong was any image sent out in premiums to listeners. This drawing is from 1942.

PLOTS, TITLES & SCRIPTS - The final broadcast of the Skippy program, predecessor of Jack Armstrong, was made on Saturday, July 29, 1933. The initial Jack Armstrong broadcast came on Monday, July 31, 1933 to hold the attention of listeners of the Skippy show.

The Chicago World's Fair was in progress then, and initial scripting had Jack Armstrong competing in various aquatic contests. Jack, fouled and almost disqualified, bounced back to win. At the end of a motorboat race, Jack collapsed and was carried out into stormy Lake Michigan. Rescue came for him in a new crash-proof plane invented by Jack's friend, Captain Hughes, and attempts to steal the plans for the plane carried the story along for a time. Jack's next adventure was tied in with the Shooting Plane premium offer made by the program.

In January, 1934, Jack was off to Canada for an adventure. There he met a sergeant of the Mounted Police who gave him a husky dog. The dog was not named and there was a contest in which listeners were asked to suggest a name. From 150,000 names submitted, Betty Fisher of Toledo, Ohio, received first prize of \$100 for suggesting the name Arrow Champ. Photos of Jack, Betty and Arrow Champ was the next premium promotion. The spring of 1934 also brought a Chrome Bon Bon Dish promotion with over five million of the dishes being distributed over the counter, each with two boxes of Wheaties.

The summer of 1934 saw Jack and his friends, Billy and Betty Fairfield, spending their summer vacation at Castle Ranch in Arizona. By the time the heroes returned home to school in the fall, they had foiled a group of cattle rustlers as well as a plot to get the ranch away from Mr. Castle. Jack had acquired a horse with no name during the summer, and another contest was held to name the animal. From more than 60,000 entries, the \$250 first prize went to Lawrence Koesters, Jr., of Coldwater, Ohio, who suggested the name Blackster. A photo of Jack on the horse came as a premium soon after.

In September of 1934, Jack and his friends returned to their home town of Hudson to start school. There they learned of a gang of counterfeiters operating in an abandoned castle near Hudson. Betty became ill while on the trail of the gang and only one doctor who could save her (the usually believable plots of the Jack Armstrong program were occasionally suspended in favor of the fantastic) was marooned on a small island off the coast of Greenland. Using a short wave radio, the doctor was given details of Betty's illness and he sent back instructions for an operation to save her life over the Magic Dial Radio. This plot introduced the Magic Dial Contest. In that contest, one console and 49 table radios were given to the youngsters who submitted the longest accurate list of three-letter words made from the sentence, "Wheaties give me as much body heat as any cooked cereal." After over 100,000 lists sent in by listeners were checked, Edith Shelp of Minneapolis received the first prize console radio.

In October, 1934, Jack Armstrong first became a transcription show, with the transcriptions being made three weeks in advance. There were still network live broadcasts at the same time, however, and it took about six weeks to set the story with new stations with a separate plot to give a background of Jack and his friends. The network and transcription stories were gradually worked together and in November, 1934, they were synchronized. Since that time, the Jack Armstrong story has been the same on all stations throughout the country. There was another change which came in November, 1934. The program had been on six days each week and the Saturday broadcast was dropped, the last Saturday program coming November 3, 1934. After November 5th, only Monday through Friday broadcasts were made until the 1940s when there were even fewer each week.

With Betty cured of her illness through use of the Magic Dial, Jack and his colleagues became interested in solving the disappearance of a rare postage stamp valued at \$20,000. They also became interested in postage stamp collecting and Jack went into the stamp business. The stamp promotion was written into the scripts and had Jack selling stamps to his friends at Hudson High to finance an operation for his mother. Then, General Mills came up with a stamp premium promotion and the Federal Trade Commission thought the whole matter to be one of soliciting nickels from the youth of America to finance medical treatment for a fictitious person. It was necessary for General Mills to agree that that sort of promotion would not be repeated in the future in order to keep the government agency happy. Several other postage stamp offers later brought large responses but none were as great as the first offer. Captain Tim Healy's Ivory Stamp Club was also promoting stamp collecting on radio in those days and many American youngsters were avid philatelists at the time.

Jack Armstrong spent a lot of time in South America every so often. A search for a lost city of gold in the jungles began in March, 1935. Jack, Billy and Betty (with a tutor to keep them doing school work, by the way) spent the next five weeks looking for the lost city and being held captive when they did find it. Finally escaping by a clever diversion, they were forced down on a deserted island on their way home. There was another adventure with buried treasure before their plane could be repaired and they could safely return to Hudson. In the spring of 1935, the likeness of Shirley Temple, a declared Wheaties eater, smiled from the bottom of the Shirley Temple Occasion dish. Five million of the bowls went over the counter, each with two boxes of Wheaties, in one week.

The summer of 1935 found Jack and his friends in an adventure at a summer hotel where there was fur smuggling, and the hotel was burned. After the destruction of the hotel, Jack had a job in a laboratory where a machine which released and controlled atomic energy was being developed. Eventually, the laboratory blew up with Jack diving out the window just in the nick of time. Theft of the plans for another invention used in airplanes was thwarted in time to return to Hudson for the start of the fall school session.

Once, for a week in November, 1934, Jack had given up Wheaties in favor of toast for breakfast when the program featured a Bread Letter Contest. Again, in November, 1935, the program was switched to Bisquick for a week as Shirley Temple appeared on a drinking mug of the same blue glass the cereal bowl had earlier displayed. Youngsters were urged to ask parents to buy a large package of Bisquick to get a mug from the grocer and 3,600,000 mugs and boxes of Bisquick moved out of the groceries quickly.

By Christmas, 1935, Jack and his friends were in the City of White Eskimos up in the Arctic Ocean where a white Eskimo princess ruled the tribe. Pitchblende, the ore from which radium is extracted, was discovered and the group started home. Severe storms were encountered and Jack rescued the crew of a rival ship by taking a rescue line across the ice. Finally, with Jack piloting the plane, Jack and his friends flew back to Hudson.

On return, Jack found that a newspaper on which he had earlier been a reporter was in trouble because circulation had dived in favor of a rival paper, but Betty had an idea to help restore interest by the readers. For a couple of weeks the paper conducted a word building contest with a prize. Wheaties then announced such a contest would be offered by the Jack Armstrong program. First prize, one for a boy and one for a girl, was \$100 cash and a Lincoln Zephyr sedan for parents. Sarabel Arnold of Trinity, Texas, received the cash and an automobile for her mother. In Modesto, California, Alfred Goodwin got the money and a car for his mother but because of some confusion about who

had actually worked out the entry, J. S. Railsbach apparently shared in the prize also.

The spring promotion in 1936 again had a Shirley Temple offering, a pitcher of blue glass. In a short time, 5,400,000 pitchers rapidly disappeared from the groceries and Jack Armstrong really did take a summer vacation this time. General Mills opted for baseball games to sell Wheaties during the summer of 1936.

The first summer vacation for the program lasted from April 24th through August 28th of 1936. In the fall, the program shifted from CBS to the NBC Red Network and had 15 stations taking the show live with about 30 stations receiving the broadcasts by transcriptions. Talbot Mundy, a world traveler, started writing scripts in 1936 and the first adventure of the new season had Jack and his friends aboard the new China Clipper, flying from America to Manilla and then boating it to Shanghai to meet Uncle Jim Fairfield. Jack had a Jade Talisman belonging to a friend of Uncle Jim's, and it led to a Dragon Talisman which Jack got from a Chinaman sent to take the Jade Talisman from him. It turned out that the Dragon Talisman was the key to an ancient city buried in the Gobi Desert (shades of Roy Chapman Andrews!). About a month later, over 150,000 listeners sent a boxtop and 3¢ for a Chart Game map and a Dragon Talisman like the one Jack had.

In January, 1937, Jack and his friends went to Africa to hunt elephants with Uncle Jim, using the story line which was soon after published in the Big Little Book, "Jack Armstrong and the Ivory Treasure." Since Jack was hunting with camera rather than gun, the Moviescope premium was offered. For the first time, it took a whole dime with the sales slip from a package of Wheaties to secure the premium, but still there were over 225,000 responses and therefore 225,000 packages of the cereal were sold. The spring, 1937, over the counter offer resulted in more than 5,000,000 white cereal bowls with red sports figures in decoration moving out of the groceries, each with two packages of Wheaties. With daylight savings time on April 25, 1937, the program again left the air for the summer.

In the fall, Jack and his friends were looking for Captain Hughes, which really had nothing to do with football, but the Big 10 Football Game premium drew more than 175,000 responses. By January, 1938, when a Whistling Ring premium was offered, Jack and his group had been using such a ring for a couple of months as they bobbed and weaved among the pyramids of Egypt trying to outwit the tomb robbers. The ring, and a code sheet with the same code signals used on the program, was ordered by more than three-quarters of a million listeners. When Franklyn MacCormack described the ring with Osirus' image on one side and the Egyptian Ankh symbol of good luck on the other, no kid could resist such a pitch. Then, the program went off the air for the summer after a spring promotion had circulated over 5,000,000 Jack Armstrong Explorer Telescopes over the counter, each with the usual two packages of Wheaties.

Return of the broadcasts came on September 26, 1938, with a series of adventures beginning off the coast of Zanzibar where Jack, Billy and Betty helped Uncle Jim avoid a group of pirates as he recovered valuable art objects from a sunken ship in the Indian ocean. A Better Little Book, "Jack Armstrong and the Mystery of the Iron Key," has the same story line as one of the adventures in this broadcast year also. And the fall of 1938 saw a Monkey Naming Contest. Kazimoto, a friend of Jack and his Comrades, had a pet monkey and listeners responded with almost 400,000 entries suggesting names to win Ranger Bicycles, Lionel Trains and dollar bills each week for eleven weeks.

Next, it was back to Hudson, then off to South America, this time on an airplane race to Rio de Janeiro. On the return trip, one of the planes was captured by a group of bad guys with a base in an underground city in the

jungle. Betty and another girl were held captive in the city, and Jack, Billy and Uncle Jim set out to find them, using a wrist compass and a Hike-O-Meter to guide them through the labyrinth of passages and tunnels. Rescue was accomplished and February 9, 1939 the famous blue-enamel rimmed Jack Armstrong Hike-O-Meter was offered as a premium. Over 1,200,000 of the instruments were mailed out. Tests of the Wrist Compass apparently did not justify a major premium offer of that item.

The season closed with Jack and friends delivering an ancient manuscript to the Grand Lama of Tibet and General Mills had a successful spring promotion of the Jack Armstrong Torpedo Flashlight. More than 6,600,000 of the lights made by the Louis Dow Company went over the counter, each with two boxes of Wheaties, which is, of course, a lot of Wheaties. Again, the program was off the air for the summer.

Returning in September, 1939, the program brought Charles Flynn who was to play the part for a long run to the title role. Jack and his friends went on a hunt for pirate treasure buried in the West Indies. Scripting had the group using a new kind of flashlight to signal one another when separated. It was not by chance that the Safety Signal Light Kit was an October promotion of the program. A dime and a boxtop brought the premium to nearly 200,000 listeners, though it is a rarely seen collectible today.

Jack and his colleagues recovered the treasure and a grateful Cuban Government made a present of a huge diamond to Uncle Jim which he took with him when they returned to Hudson. Professor Lorenzo appeared, posing as a diamond expert, as did Lal Singh, an East Indian. Unsuccessful in stealing the diamond, they followed Jack and his friends when they set off on a 10,000 mile trip to test a new airplane. In Egypt the bad guys renewed their efforts to steal the stone and Uncle Jim produced a mysterious package which proved to be a Magic Answer Box. Held in the hand, it suggested whether the holder was truthful or not. By convincing captured enemies the box could ascertain whether or not they were telling the truth, Jack was able to get much information from them. When the Magic Answer Box was offered as a premium early in 1940, it brought over 600,000 orders.

The Spring Deal for 1940 was the Sky Ranger Airplane and over the counter went more than 6,000,000 of the planes with Wheaties boxes. This year, Jack Armstrong remained on the air over the summer months.

Leaving Macao in Uncle Jim's giant four-engine airplane, Jack and his friends flew to Easter Island. With them, they carried a treasure consisting of 13 statues of ancient kings made of gold in the image of the giant Easter Island statues. There they hoped to locate more of the valuable relics. A bad guy in the person of Captain Anthony Badger followed in his yacht to try to steal the treasure, but once again Jack and his comrades bested the villain who was taken prisoner.

September 30, 1940, Jack and friends returned to Hudson to start school again, but a mysterious stranger appeared and an old acquaintance, Blackbeard Flint, turned up as well. Jack and his friends and Blackbeard sailed for the Phillipines to find Professor Loring and a uranium supply. The Dragon's Eye Ring premium played an important part in the plot as they adventured in the Phillipines for most of the broadcast year. Eventually, Professor Loring was located and rescued but not for months. Jack and the group tramped through the jungles, guided by a pedometer which became a popular premium offer as pedometers had previously done. Another premium, the Betty Fairfield Gardenia Bracelet, was offered in the spring of 1941 on only a couple of programs but had no tie in with the script. About 200,000 of the bracelets were distributed by General Mills through this program and other programs they sponsored.

The fall of 1941 introduced a new premium offer, one apparently not offered by any other program. It was the Sound Effects Kit and about 115,000 were sent out. This was not an especially popular premium which seems to account for its rarity today. Loretta Poynton became a new Betty Fairfield on 10/24/41 when Sarajane Wells went to Texas as her husband was transferred. From the Phillipines to the Andes Mountains of South America in this broadcast year, Jack and his friends investigated a native uprising instigated by fifth-columnists.

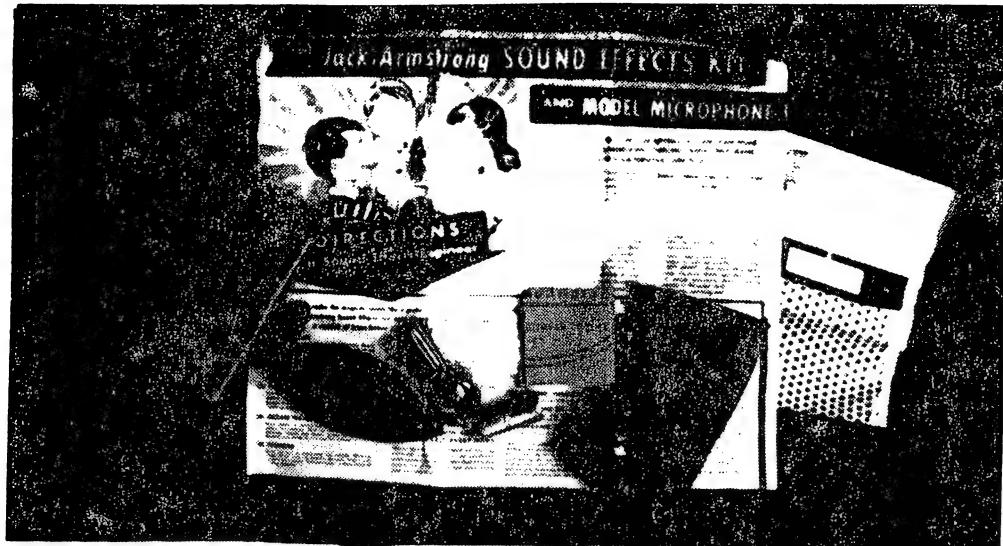
Early in 1942, the Jack Armstrong Secret Bombsight became a popular premium offer. After working things out in South America, the program was off the air for the summer starting June 26, 1942.

The fall of 1942 saw the Adventure of the Atomic Submarine and a hokey "Spread Your Wings You Eagles And Fly" theme to open the program. Write A Fighter Corps members wrote to servicemen.

In 1943, Jack and his compatriots ran about North Africa in the Jack Armstrong in Morocco adventures, getting the best of Nazi spies there. The program remained on the air through the summer and by late summer Jack was ferreting out black market operations at home in America.

For the remainder of the life of the Jack Armstrong radio show, many program titles are available to give the flavor of the broadcasts. For those periods where such titles are to be found in records, here is a listing:

11/1/43	Jack Armstrong in South America
1/31/44	" " and the Diamond Thieves
2/3/44	" " and the Missing Scientist
2/25/44	" " and the South American Bandits
3/2/44	" " and the Lake of Mystery
3/10/44	" " in the Jungle
3/23/44	" " in the Forbidden Mountains
4/10/44	" " in the City of the Sun God
5/29/44	" " and the Mysterious Message
6/6/44	" " on the High Seas
6/12/44	" " and the Mysterious Submarine
6/26/44	" " and the Mutineers
7/3/44	" " on Spider Island
7/11/44	" " with the Underground
7/21/44	" " in the Haunted Hacienda
8/7/44	" " and the Stolen Schooner
8/25/44	" " and the Sunken Treasure
10/2/44	" " in Australia
10/5/44	" " and the Black Joss
10/17/44	" " and the Flying Tiger
10/24/44	" " and the Jungle Drums
10/30/44	" " and the Kallagooroo
11/14/44	" " and the Constabulary
11/21/44	" " in the Saddle
11/24/44	" " and the Night Riders
12/11/44	" " and the Man in the Mask
12/20/44	" " and the Black Pearl
1/1/45	" " and the Secret Base



The Jack Armstrong Sound Effects Kit



The Jack Armstrong Safety Signal Light Kit

Jack Armstrong and the Mystery of the Big Top - February, 1946
" " and the Ghost of the Stratosphere - ended May 31, 1946
" " and the Hidden City of Death Valley - June, 1946
" " and the Diamond Kids - July & August, 1946
" " in the Devil's Castle - Started September 2, 1946
" " and the Warning of the Burmese Cat - Fall, 1946
" " and the Mystery of the Black Spider - Ended January 10, 1947
" " and the Man of Ice - Started January 13, 1947
" " and the Velvet Kid - Ended April 18, 1947
" " and the Case of the Vanishing Passenger - Ended May 30, 1947
" " and the Secret Invention - Ended July 4, 1947
" " and the Phantom of the Sawdust Trail - August 29, 1947

JACK ARMSTRONG STORIES UNDER A NEW SCHEDULE EFFECTIVE SEPTEMBER 1, 1947

8/26/47	Audition (2) -----	Mystery of Blue Acres
9/1/47	Jack Armstrong and the	Mystery of the Mighty Midgets
9/3/47	" " " "	Killer of the Mato Reef
9/5/47	" " " "	Silent Menace
9/9/47	" " " "	Jade Casket
9/11/47	" " " "	Prison Break
9/15/47	" " " "	Cave of Doom
9/17/47	" " " "	Mystery of the Sea Queen
9/19/47	" " " "	Great Lunar Rocket
9/23/47	" " " "	Maid of Mystery
9/25/47	" " " "	Unknown
9/29/47	" " " "	Jungle Shadows!
10/1/47	" " " "	Great Election Mystery
10/3/47	" " " "	Danger Under the Sea
10/5/47	" " " "	No Broadcast
10/7/47	" " " "	Hurricane Destroyer
10/9/47	" " " "	Ghost Town of the Badlands
10/13/47	" " " "	Volcano of La-O-Loy
10/15/47	" " " "	Frozen Forward Pass
10/17/47	" " " "	Mission of Mercy
10/21/47	" " " "	Science in Crime
10/23/47	" " " "	An Engraved Invitation to Prison
10/27/47	" " " "	Secret of Thunder Mountain
10/29/47	" " " "	Racing Ghost Ship
10/31/47	" " " "	Devil and the Pumpkin
11/4/47	" " " "	Medicine Men of the Everglades
11/6/47	" " " "	Cracks the Sound Barrier
11/11/47	" " " "	Vanishing Rubies
11/13/47	" " " "	Unseen Eye
11/18/47	" " " "	Flaming Forest
11/20/47	" " " "	The Cock Crows at Midnight
11/24/47	" " " "	Unseen Enemy
11/26/47	" " " "	Mystery of the Fatal Sound Wave
11/28/47	" " " "	Drums of Death
12/1/47	" " " "	Secret of Windy Island
12/3/47	" " " "	Nine Headed Monster
12/5/47	" " " "	Mystery of the Trans-Coast Limited
12/8/47	" " " "	Ghost at the Bottom of the Sea
12/10/47	" " " "	Mystery of Lodi the Mind Reader
12/12/47	" " " "	Forbidden Cargo
12/16/47	" " " "	Death Trail!
12/18/47	" " " "	Crime in Focus
12/22/47	" " " "	Welshman Walks!
12/24/47	" " " "	I Am About My Father's Business
12/26/47	" " " "	The Arrest by Radio
12/30/47	" " " "	Thirteenth Passenger!
1/1/48	" " " "	Tower 3377
1/5/48	" " " "	
1/7/48	" " " "	Mystery Lane Manor
1/9/48	" " " "	Danger - Thin Ice!
1/13/48	" " " "	
1/15/48	" " " "	

1/19/48 Jack Armstrong and the Voice from the Sky
1/21/48 " " " "
1/23/48 " " " "
1/27/48 " " " " Joker in the Ether
1/29/48 " " " "
2/2/48 " " " "
2/4/48 " " " "
2/6/48 " " " John Peter Zenger - Not Guilty!
2/10/48 " " "
2/12/48 " " "
2/16/48 " " "
2/18/48 " " " " Newsreel Alibi
2/20/48 " " " "
2/24/48 " " " "
2/26/48 " " " "
(off the air until the fall of 1948)
9/14/48 Life or Death - on a Silver Thread
9/16/48 Flight from Liberty
9/20/48 Lucifer - Giant
9/22/48 Danger - Keys
9/24/48 Billy & Death
9/27/48 Racket Insurance
9/29/48 Horn of Death
10/1/48 Blowout
10/4/48 Dollars - Danger and Death
10/6/48 The Intercity Championship
10/8/48 Human Contraband
10/11/48 The Mystery of the Golden Cascade
10/13/48 The Runaway Diamonds
10/15/48 The Vote Fraud
10/18/48 Crime - Death's Playmate
10/20/48 The Fixer - Public Enemy #1
10/22/48 The Vanishing Clue
10/26/48 Three Miles Under the Sea
10/28/48 The Wind Chasers
11/2/48 The Tell-Tale Fog
11/4/48 Your Dog - And Mine - Copper
11/9/48 The Last Play
11/11/48 Pages of Crime
11/16/48 Crime in Cold Storage
11/18/48 Framed
11/23/48 The Black Elephant
11/25/48 Operation ZERO
11/29/48 Blue Water - And - Black Gold
12/1/48 Murder on Ice
12/3/48 The Snowbound Secret
12/7/48 Apollo Rides a Dark Horse
12/9/48 The Microfilm Spies
12/13/48 With the Speed of Light
12/15/48 The King of Mingo Mountain
12/17/48 The Egg Came First
12/21/48 The Cuckoo Saw the Crime

12/23/48 Forgotten
1/4/49 Flight of the Vultures
1/6/49 The Island in the Sky
1/10/49 River of Frogs
1/12/49 Fire Mountain
1/14/49 The Blue Lilly
1/18/49 The Voice from the Darkness
1/20/49 Flaming Wings
1/25/49 Crime and Magic
1/27/49 Operation Hay-Lift
2/1/49 Kid Velvet Takes the Count
2/3/49 Bouncing Dollars
2/8/49 The Spider Web 5
2/10/49 The Copper Bugle
2/15/49 The Dragon and Lin Chung Yung
2/17/49 Triple Threat Below the Sea
2/21/49 The Fire Bird
2/23/49 Fog Island
2/25/49 The Ghostly Spy
3/1/49 The Mask of Vengeance
3/3/49 The Gentleman - Is a Spy
3/7/49 The Treasure of Cyclops, the Pirate
3/9/49 Time Out for Swindle
3/11/49 This Little Pig went to - The Black Market
3/14/49 The Lost Valley of Kelatan
3/16/49 The Dragon of Kelatan
3/18/49 The Jungle Challenge
3/21/49 Danger - North of Singapore
3/23/49 The Monster and the Pearl
3/25/49 Westward Ho Ho!
3/28/49 The Lost World of Kukulcan
3/30/49 Earthquake
4/1/49 The Treasure of the Tapajas
4/4/49 Mission Midnight
4/7/49 Defying the Green Jinx
4/12/49 The Tunnel of Mystery
4/14/49 The Fire Ghost
4/19/49 A Face from the Shadows
4/21/49 Mayor Of Ghosttown
4/25/49 Beneath the City Streets
4/27/49 X Marks the Spot
4/29/49 You Find the Villain
5/4/49 The Color Blind
5/6/49 The Five Hundred Hitter
5/9/49 The Wooden River
5/11/49 Mystery in the Wax Museum
5/13/49 The Singing Bridge
5/17/49 The Ink Blot
5/19/49 Too Hot for Davy Jones
5/23/49 Tornado
5/25/49 Criminal Record
5/27/49 Speed to Burn
5/30/49 The Spook Train
6/1/49 Too Many Oats Make a Colt Frisky
6/3/49 Hot Pursuit
(Off the air until the fall of 1949)

9/5/49 Rendezvous South of Zero
9/7/49 Lion and the Mouse
9/9/49 A Strike and Murder
9/13/49 The Hornet's Nest
9/15/49 The Chestnut - Roan - Bell Ruby
9/19/49 Man Hunt
9/21/49 The Voice from Nowhere
9/23/49 Hatchet Men of Chinatown
9/26/49 Lost - At the Bottom of the Sea
9/28/49 The Empty Bird Cage
9/30/49 The Jungle Witch
10/3/49 The Ghost in Car 13
10/5/49 The Yanks - The Dodgers - and Mystery
10/7/49 Billy Throws a Boomerang
10/10/49 Cave In
10/12/49 Emergency
10/14/49 Right Cross to a Double Cross
10/18/49 City of Fog
10/20/49 Snowbound
10/24/49 A Walk in the Shadows!
10/26/49 The Man Named Danger
10/28/49 Death at the Window
11/2/49 The New Grave on Main Street
11/4/49 The Golden Key
11/8/49 Jesse James - 1949
11/10/49 The Den of Devilfish
11/15/49 Atlantic Flight
11/17/49 Dial 2 - 286!
11/22/49 The Valley of Despair
11/24/49 Thanksgiving Jail Bird
11/29/49 The Song of Death
12/1/49 Sky Climbers
12/5/49 Perfect Set-Up
12/7/49 The Corpse Flew West
12/9/49 The Skaters Last Waltz
12/12/49 Cobweb Castle
12/14/49 The Master of Ice Mountain
12/16/49 24 Hours for Crime
12/20/49 The Black Hole of Devil's Gulch
12/22/49 The House without a Chimney
12/27/49 Security for Sale
12/29/49 The Man Without a Conscience
1/2/50 The Seat on the Aisle
1/4/50 Black Waters of Death
1/6/50 Action - Man to Man
1/10/50 The Man Who Knew Too Much
1/12/50 Arson and Old Grace
1/17/50 The Secret of Woodbine Lodge
1/19/50 Shanghaied
1/24/50 The Strange Robertson Affair
1/26/50 The Ghost of Nogales
1/30/50 The Fugitives
2/1/50 Murder By Proxy
2/3/50 The Coat
2/6/50 Shadow of the Ice - Age
2/8/50 Atomic Footprints

2/10/50 Kid Velvet Makes a Promise
2/13/50 Treachery Wears a Grin
2/15/50 Murder - By the Clock
2/17/50 Rendezvous With Death
2/21/50 Hey - The Circus is in Town
2/23/50 Three Steps to Treason
2/28/50 Tiger Hunt
3/2/50 All Passengers Alive
3/6/50 The Pharaoh's Jewel Box
3/8/50 The Mysterious Death of Rupert Dawes
3/10/50 The Curse of Polaris
3/14/50 Don't Forget That Face
3/16/50 Operation Lonesome
3/21/50 Men of Steel
3/23/50 The Master Spy
3/28/50 The Hitch-hiker
3/30/50 The Voice in the Night
4/3/50 The Jungle Death Warning
4/5/50 Back from the Valley of Death
4/7/50 Fox and Geese
4/10/50 The Seventh Corpse
4/12/50 Unlisted Number
4/14/50 The Fence Around America
4/19/50 The Octopus and the Giant Clam
4/21/50 The Last Inning
4/25/50 Destination - DANGER!
4/27/50 The Man Who was Shot Twice a Day
5/1/50 The Red Vulture
5/3/50 Hold the Torch High!
5/5/50 Ghost Riders of Cripple Creek
5/9/50 The Crooked Road
5/11/50 The Home Stretch
5/15/50 Danger in the Dark!
5/17/50 The Empty Lion Cage!
5/19/50 Mystery of Mud Valley
5/23/50 Buzzard Trail!
5/25/50 Double Exposure!
5/30/50 The Mid-City 500
6/1/50 Mystery of Holiday Lodge
(Off the air for the summer - Armstrong of the S. B. I. in the fall of 1950)
9/5/50 Wise Guy
9/7/50 Death and the Dollar Sign
9/12/50 The Fate of Doctor Zee
9/14/50 A Wife for Judas
9/19/50 The Shoemaker and the Red Heels
9/21/50 Black List
9/26/50 The Strongest Bond
9/28/50 Crime Czar
10/3/50 Cargoes of Death
10/5/50 Voice of Treason
10/10/50 Vital Target
10/12/50 Death - on - Parole
10/17/50 Mob Violence

10/19/50 Back-Fire
10/24/50 Touch of Death
10/26/50 Murder is Waiting
10/31/50 The Fix
11/2/50 The Suicide Run
11/7/50 Death Trap
11/9/50 Election Payoff
11/14/50 The Man Marked for Murder
11/16/50 13 For Danger
11/21/50 Fit to Kill
11/23/50 The Man in the Flowered Vest
11/28/50 The Voice of Fear
11/30/50 None But the Lonely
12/5/50 Highway Murder
12/7/50 Death as a Decoy
12/12/50 The Clock and the Gallows
12/14/50 The Undertaker's Funeral
12/21/50 The Maker of Miracles (Xmas Show)
12/19/50 The Gold Digger with the Green Heart
12/26/50 Commuter — to the Grave
12/28/50 The Challenge from Berlin
1/2/51 Death from the Skies
1/4/51 Dangerous Masquerade
1/9/51 Padded Cells
1/11/51 Flight of the Mad Dog Killer
1/16/51 "Little" Guy
1/18/51 The Murder Trial
1/23/51 Racket Czar
1/25/51 Diamonds of Earth
1/30/51 Murder Anonymous
2/1/51 Death Flight
2/6/51 Red Retaliation
2/8/51 Free For All
2/13/51 Torch of Terror
2/15/51 Throbbing Heart
2/20/51 The Murdering Ghost
2/22/51 Sons of the Father
2/27/51 Blood Will Tell
3/1/51 The Crime Twins
3/6/51 International Murder Express
3/8/51 Devil's Playmate
3/13/51 Fugitives from the Kremlin
3/15/51 The Mighty Baby
3/20/51 Death of a Drone
3/22/51 The Devil's Ruby
3/27/51 The Corpse is a Killer
3/29/51 Undercover Agent
4/3/51 Music for Murder
4/5/51 The Black Cross
4/10/51 Smear Campaign
4/12/51 The Killer in the House
4/17/51 Madame Death
4/19/51 The Curse of Huascar
4/24/51 Quiet Please — For Murder

4/26/51 The Hour Before Dawn
 5/1/51 Checkmate
 5/3/51 A Song of Tears
 5/8/51 Five to Die
 5/10/51 Death Plays a Trump Card
 5/15/51 The Best Man Wore Black
 5/17/51 Silent Shot - and Murder
 5/22/51 Dangerous Dolls
 5/24/51 He Killed - for Dope
 5/29/51 Five Hundred Miles to Glory
 5/31/51 Death Takes a Curtain Call
 6/5/51 Contact With Death
 6/7/51 Murder at Sea
 6/12/51 Model Murder
 6/14/51 Counterfeit Glory
 6/19/51 Dedication to Death
 6/21/51 Death Makes a Bargain
 6/26/51 Death Holds a Stop Watch
 6/28/51 The Deadliest of the Species

Jack Armstrong was no longer broadcast after the final Armstrong of the S.B.I. program on 6/28/51.

Jack Armstrong
Minneapolis, Minn.

Dear Friend:

When you try this Combination Heliograph, Distance Finder, Secret Message Carrier and Secret Signaller, you're going to say "It's Sure Keen!" And it is — just as swell as Wheaties. But let me tell you how to work it:



TO HELIOGRAPH

Look up the letters in the Morse International Code. Make "dots" and "dashes" by opening and shutting the cover. Dots should be as long as it takes you to say "once". Dashes as long as it takes you to say "one thousand one". Be sure the sun is shining ON the brightly polished Heliograph surface.



TO TELL DISTANCE

Hold Distance Finder at arm's length. Pick out object of average size (about 30 ft. high). Look at object through the different slots until you find the one that the object fills completely, top to bottom. Then look at the scale opposite this slot, and it will tell you approximately how far away object is.



TO CARRY SECRET MESSAGES

Swiftly insert your message in the compartment under the Heliograph cover. Snap cover shut. No one would ever dream there is a secret message there. It's almost a detective-proof way to carry secrets.



TO USE SECRET CLICKER

Open cover and hold in hand so back of cover is face up. This enables you to operate key of Clicker and send secret code messages.

I hope you sure have as much use and fun with your Combination Heliograph, Distance Finder, Secret Message Carrier and Secret Signaller as I have with mine. And remember—that grand old "Breakfast of Champions"—Wheaties with milk or cream, sugar and some kind of fruit — sure has what it takes.

Best wishes from your friend.

Jack Armstrong

B599



The Jack Armstrong Heliograph and Distance Finder

RARE COLLECTIBLES - Because most people recall happy memories associated with childhood it is natural that a considerable number collect tape recordings of radio broadcasts and other memorabilia from the radio programs they enjoyed as children. Many premiums distributed by the sponsors of the radio programs are available to collectors as they are found in antique shops or at auctions or from dealers in such material. Some premiums from the Jack Armstrong program are fairly common, such as Hike-O-Meters and Explorer Telescopes. These premiums were issued in quantities of hundreds of thousands or millions of pieces and have stored well. Other premiums are less often encountered by collectors. For example, the Sound Effects Kit and the Safety Signal Light Kit were each sent out to something more than 100,000 listeners but such relatively small quantities allowed few examples to survive. The real rarities, however, are represented by the test premiums which were sent to listeners in extremely small lots, and by so-called "bounce back" premium offers which were included in major premiums sent to listeners. There are many premiums which were issued in quantities of only a few thousand, such as the Luminous Baseball Pencil, Wrist Compass, Luminous Crocodile Flute Whistle and Heliograph & Distance Finder.

What is the rarest Jack Armstrong premium ever mailed out officially to Jack Armstrong fans by General Mills? There are a number of premiums with a history of extremely small mailings. General Mills records show that only 1,043 Grid-O-Scope premiums were issued and only 940 Write A Fighter Corps banners were sent to school teachers. Apparently but 417 Listening Squad Kits were mailed and a Rocket Chute test premium has only 95 mailings. A glass device in a metal frame which was filled with water to tell of approaching storms, the Weathercaster, can claim only 68 premiums sent to those who ordered. Then there was a 1935 Sloop test premium, an unmarked boat that saw only 30 orders. There is one more Jack Armstrong premium more rare though.

In 1971, General Mills offered to furnish a dozen pencils to those who ordered them, and to custom inscribe the pencils with a name requested. One order left Minneapolis then with each of the twelve pencils inscribed in gold, "Jack Armstrong The All-American Boy," presumably a unique premium issue by the company. General Mills had sent but a single example of an official General Mills Jack Armstrong premium in this instance.

**NOW...CORN IN TEMPTING BUBBLES
TO GIVE YOU:-**

Something New for Breakfast!

*Looks Different. Tastes Different.
Contains 4 Added Food-
Elements Not Combined In Any
Other Well-Known Corn Cereal!*

A few years ago the large millers in America got out *deliberately* to see if they could make a really NEW kind of breakfast. Something that would be more nutritious, more delicious and have more all round nourishment than any other well-known corn cereal. And when they did, we offer you Corn Kix. Different from the rest. It's *soo* different. And it's going like wildfire. Whether you introduced it Corn Kix comes in bubbles. Any day

in bubbles, tempting and delicious and *soo* nutritious. It's really *soo* good. And it's *soo* good for you. And it's *soo* good for you. Before making Corn Kix we consulted many nutritionists. They were not familiar with this new cereal. They had not combined it with four other elements. They had not combined it with four other elements. We added Vitamin B Thiamine. Corn Kix with Vitamin D. Corn Kix with Calcium. Corn Kix helps to build strong bones. Helps combat certain cancers. Helps combat certain cancers. Two packages of Corn Kix gives you two glasses of milk.

Corn Kix - made by General Mills, Inc.

Corn Kix
IT'S TAKING AMERICA BY STORM!



The Grid-O-Scope could be obtained with either a Wheaties or a Corn Kix boxtop.



A Unique Jack Armstrong premium
mailed out by General Mills in
1971.

General Mills, Inc.

400 SECOND AVE. SO.
MINNEAPOLIS, MINN. 55440

DO NOT RETURN

6301 AMERICAN

228 411 American

228 411 American

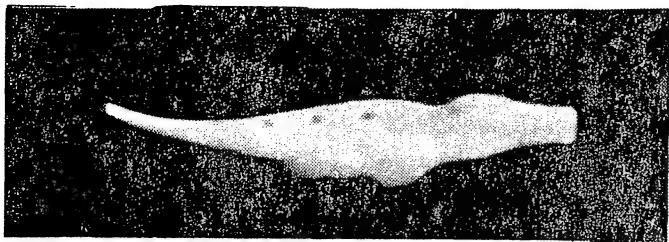
Fred L. King

9 Mohawk Drive

Kirksville, Missouri 63501

8260 GO-1K
If all your items are not received, they may be coming in several packages

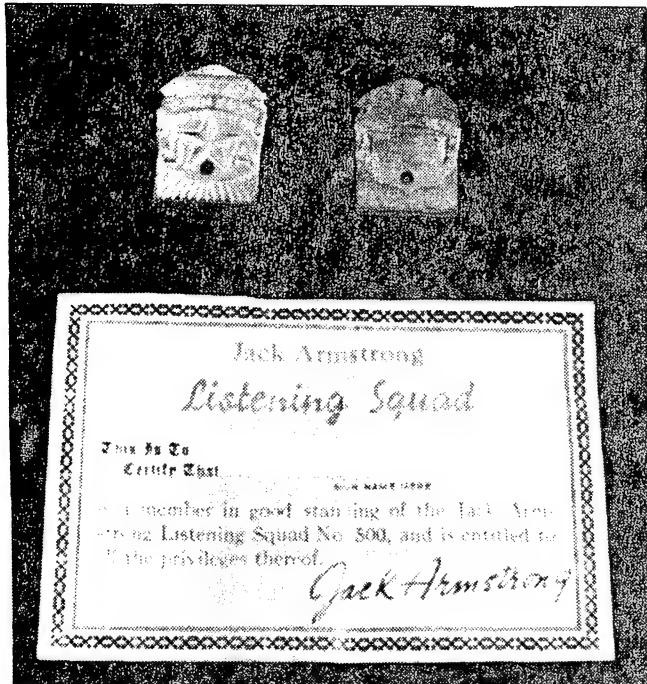
Rare Jack Armstrong premiums.



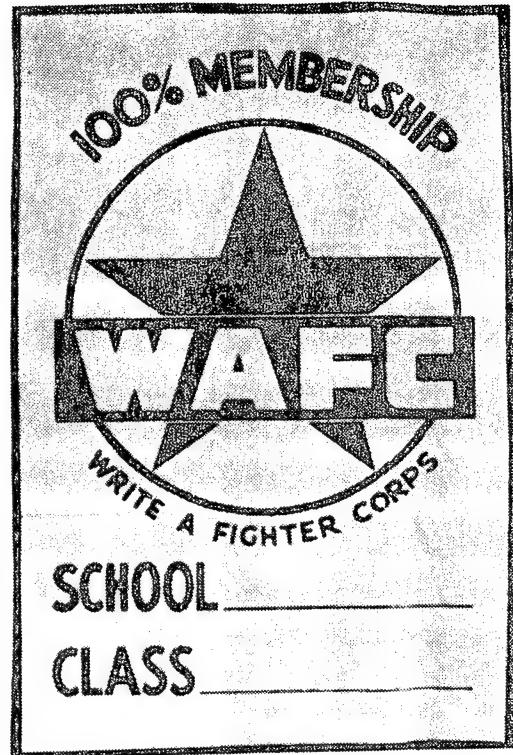
Crocodile Flute Whistle



Flashlight Gun



Listening Squad Kit



WAFC School Banner



Wrist Compass

Luminous

Pencil

Pencil

During the time the Jack Armstrong program was broadcast, General Mills promoted a large number of premium offers for its major products including Corn Kix, Bisquick, and of course Wheaties. Some Wheaties premium offers were not, apparently, connected with the Jack Armstrong show. For example, monogrammed highball glasses offered to grocers in 1939 presumably would not have been mentioned on the show nor would some premiums such as kitchen accessories have been promoted though there are some exceptions. The premiums which are included in the listing here are those determined to have been, 1) known to have been premiums offered by the radio program, 2) known to have been premiums listed in General Mills records as associated with the Jack Armstrong program, or, 3) Wheaties sponsored premiums during the life of the Armstrong program which seem likely to have been advertised on the show.

Requirements listed, such as box tops, sales slips (S.S.) and Champ Stamp Seals are all from Wheaties boxes, unless otherwise stated. Most requirements were for box tops, though at times a sales slip was required instead on the theory that a sales slip meant a recent purchase of Wheaties instead of taking the box top from the package in the pantry. Over the counter (O.T.C.) offers were with the purchase of two boxes of Wheaties usually.

PREMIUM	REQUIREMENT	DATE OFFERED	RETURNS
Shooting Plane	2 tops	9/7/33-12/28/34	424,441
Weissmueller Picture	1 top	8/15/33-12/18/34	30,213
Hand Grip Developers	2 tops	11/7/33-1/27/36	99,703
Water Pistol (Test)	1 top	11/11/33-12/12/33	555
Christmas Spoon Offer	2 tops	11/22/33-1/17/34	113,778
Dog Naming Contest	Part of panel	January, 1934	149,774
Jack Armstrong Picture	1 spoon panel		12,056
Betty Fairfield Picture	1 spoon panel	3/13/34-5/29/36	2,406
Group (Set of 3) Pictures	2 spoon panels		110,377
Chromium Bon-Bon Dish (OTC)	2 pkgs	April, 1934	over 5,000,000
Wee Gyro - WFAA - Dallas (Test)	2 spoon panels	3/19/34-5/16/34	2,149
Wee Gyro, on Shooting Plane	2 tops	5/14/34-10/23/34	28,371
Wee Gyro - WBNS - Columbus (Test)	2 tops, 10¢	6/27/34-7/5/34	419
Wee Gyro - WKBF - Indianap. (Test)	2 tops, 10¢	7/13/34-7/20/34	272
Wee Gyro (Test)	2 S.S., 10¢	5/10/35-9/13/35	117
Sloop (Test)	2 S.S., 25¢	5/13/35-12/16/37	30
Baseball Cap (Test)	2 S.S., 10¢	5/13/35-8/9/35	46
Horse Naming Contest	2 tops	June, 1934	62,976
Sugar & Creamer Set	2 S.S., 25¢	6/25/34-1/8/38	677,982
Jack Armstrong on his Horse	2 tops	7/18/34-10/5/35	64,212

PREMIUM	REQUIREMENT	DATE OFFERED	RETURNS
Autographed 1934 World Series Baseball Photos (Cards & Tigers)	1 top	10/9/34-12/28/34	55,970 orders 242,976 photos
Bread Letter Contest	None	November, 1934	???
Magic Dial Word Building Contest	1 S.S.	November, 1934	122,858
Stamp Offer - Group "A"	1 S.S., 5¢	2/7/35-4/15/36	333,416
Stamp Offer - Group "B" (Guatemala)	1 S.S., 5¢	2/19/35-4/15/36	107,433
Stamp Offer - Lot "C"	1 S.S., 5¢	4/19/35-5/12/36	106,612
Stamp Offer - Group "D"	1 S.S., 5¢	6/6/35-6/24/36	50,976
Stamp Offer - Group "E"	1 S.S., 5¢	11/19/35-5/11/36	84,902
Oriental Stamp Offer	1 top, 5¢	9/30/36-4/1/37	19,992
(A few other minor stamp premiums were distributed also).			
J. A. Hockey Players Photo, WGR - Buffalo	1 top	1/3/35-1/10/35 2/21/35-3/19/35	717 orders 2,135 photos
Shirley Temple Dish (OTC)	2 pkgs	April, 1935	5,000,000
Compote (Rock Crystal)	2 S.S., 25¢	6/26/35-3/25/38	279,100
Indian Arrowhead Offer (Test)	1 top, 5¢	10/25/35-3/18/36	2,589
Shirley Temple Mug (OTC)	Bisquick	November, 1935	3,600,000
Shirley Temple Pitcher (OTC)	2 pkgs	April, 1936	5,400,000
Word Building Contest	1 S.S.	November, 1936	111,658
Chart Game & Talisman	1 top, 3¢	9/19/36-4/29/37	156,036
Breakfast of Champs Bowl (OTC)	2 pkgs	4/8/37	over 5,000,000
Moviescope (Test) WLW - Cinn.	1 top, 10¢	11/20/36-2/6/37	8,625
Moviescope	1 S.S., 10¢	2/8/37-3/5/37	228,084
(Films available on separate order, Ali Baba, Three Little Pigs, World Series, Robinson Crusoe I & II, Grand Canyon. J. A. in Africa with viewer).			
Football Game	1 top, 10¢	11/24/36-1/15/37	6,378
Big Ten Football Game	1 Top, 10¢	8/7/37-5/31/40	176,446
Whistling Ring	1 top, 10¢	11/17/38-5/20/40	817,313
Explorer Telescope (OTC)	2 pkgs	4/8/38-6/17/38	5,889,000
Wrist Compass (Test)	1 top, 10¢	6/2/38-11/2/38	2,940
Wrist Compass	1 top, 10¢	10/22/38-12/12/38	77
Heliograph-Distance Finder	1 top, 10¢	8/27/38-6/6/39	1,139
Heliograph-Distance Finder	1 top, 10¢	10/22/38-12/12/38	83
Heliograph-Distance Finder	1 top, 10¢	9/29/39-10/13/39	150
Wheaties Baseball Bat	1 top, 25¢	7/18/38-5/19/39	266
Charm Booklets	1 top, 10¢	10/1/37-12/24/37	866

PREMIUM	REQUIREMENT	DATE OFFERED	RETURNS
Baseball Ring	2 tops, 10¢	8/23/38-9/19/38	38,980
Pencil Offer	1 S.S., 10¢	9/2/38-4/21/39	37,059
Six Man Football Book	1 top, 5¢	9/9/38-5/31/40	5,366
American Boy Mag. Subscription	1 top, 25¢	9/12/38-9/21/39	4,630
Baseball's 100th Anniversary, Wheaties Baseball Pencil	1 top, 10¢ (63,482 to grocers for Wheaties display)	4/22/39-6/29/40	594,427
Insert in Baseball Pencil:			
Golf Balls	1 top, 25¢	6/19/39-2/28/41	61
Baseball Foto Folio	1 top, 10¢	6/24/39-2/28/41	41
Wheaties Champion Belt	1 top, 10¢	6/23/39-2/28/41	66
Wheaties Baseball Caps	1 top, 10¢	6/26/39-2/28/41	41
Wheaties Baseball Scrapbook	1 top, 10¢	6/22/39-2/28/41	75
Wheaties Sports Compass	1 top, 10¢	6/24/39-2/28/41	20
Wheaties Weathercaster	1 top, 25¢	6/26/39-2/28/41	41
Wheaties Sports Kerchief	1 top, 15¢	6/26/39-2/28/41	27
Wheaties Pedometer	1 top, 10¢	6/26/39-2/28/41	61
Wheaties Sun Glasses	1 top, 10¢	6/26/39-2/28/41	17
Mystery Baseball Game	1 top, 10¢	6/26/39-2/28/41	55
(It was not unusual for several thousand inserts in premiums to produce only a few dozen "bounce back" orders for premiums).			
Insert in Jr. Ace 1st Aid Kits offered on the Billy & Betty program:			
Lie Detector	1 top, 10¢	7/25/39-9/11/39	45
Weathercaster	1 top, 10¢	7/25/39-9/5/39	27
Strongheart Wrist Band	1 top, 10¢	7/25/39-8/5/39	10
Pedometer	1 top, 10¢	7/25/39-11/3/39	44
Whistling Pencil	1 top, 10¢	7/26/39-8/24/39	11
Fingerprinting Set	1 top, 10¢	7/27/39-10/24/39	27
Distance Finder & Signaller	1 top, 10¢	7/26/39-8/18/39	30
Pedometer	1 top, 10¢	6/7/39-6/29/40	2,808
Rocket Chute (Test)	1 top, 10¢	9/29/39-10/14/39	95
Jr. Ace 1st Aid Kit (Test)	1 top, 10¢	9/29/39-4/30/40	538
Grid-O-Scope (Wheaties or Kix)	1 top	10/22/38-1/6/39	1,043
Monkey Naming Contest	1 top	Fall, 1938	almost 400,000
Eleven weekly contests:			
5 Ranger Bicycles			
10 Lionel Trains	(Each Week)		
100 one Dollar Bills			
Hike-O-Meter	1 top, 10¢	10/21/38-11/15/38	133
Hike-O-Meter	1 top, 10¢	1/30/39-8/4/39	1,231,854
Torpedo Flashlight (OTC)	2 pkgs	4/1/39-6/10/39	6,600,000

PREMIUM	REQUIREMENT	DATE OFFERED	RETURNS
Stamp Offer (Sperry Wheat Hearts)	1 top, 10¢	4/10/39-8/28/39	1,465
J. A. Safety Signal Light Kit, Coupon for Amer. Boy Mag.	Champ & 10¢ Seal	10/9/39-9/30/40	162,520
American Boy Mag. Subscription for 3 months	Coupon from and 25¢	Safety Signal Light 10/31/39-4/15/41	1,507
Insert in Safety Signal Light Kits:			
Baseball Bat Pencil	1 top, 10¢	11/2/39-12/15/39	204
Lie Detector	1 top, 10¢	11/6/39-1/17/40	320
Secret Signaller	1 top, 10¢	11/4/39-2/29/40	226
Mystery Photo Kit	1 top, 10¢	11/6/39-1/16/40	149
Bakelite Baseball Pencil (Test)	1 top, 10¢	11/13/39-11/20/39	156
Bakelite Baseball Pencil (Test)	1 top, 10¢	12/11/39-11/30/40	691
Bakelite Baseball Pencil (Test)	1 top, 10¢	6/6/40-3/15/41	37
Lie Detector (Test)	1 top, 10¢	11/10/39-11/25/39	424
Magic Answer Box	Champ & 10¢ Seal	1/5/40-12/31/40	606,203
Listening Squad Kit (Test)			
WIEW - Topeka		4/13/40-5/6/40	40
WOBI - Scranton	Champ & 10¢	4/13/40-6/10/40	94
WDAF - Kansas City	Seal	4/13/40-5/21/40	270
WHBF - Rock Island		4/13/40-5/22/40	13
Sky Ranger Airplane (OTC)	2 Pkgs	April, 1940	over 6,000,000
Dragon's Eye Ring (Test)			
KDAL - Duluth		4/12/40-4/27/40	158
KSTP - Minneapolis		4/12/40-6/1/40	1,133
WHEC - Rochester		4/12/40-5/2/40	330
Miscellaneous	Champ & 10¢	4/13/40-4/26/40	8
WOBI - Scranton	Seal	6/22/40-7/8/40	49
WJAR - Providence		6/24/40-7/17/40	64
WHAM - Rochester		7/13/40-7/19/40	101
WNAC - Boston		7/13/40-7/25/40	309
Dragon's Eye Ring	1 top, 10¢	10/18/40-11/29/41	389,559
Luminous Gardenia Bracelet (Test) (Kathleen Norris program)			
WBEN - Buffalo &	1 top, 25¢	11/1/40-1/6/41	513
WTMJ - Milwaukee		(8,002 to grocers)	
Luminous Gardenia Bracelet J. Armstrong & K. Norris	1 top, 25¢	1/6/41-2/18/42	199,247

PREMIUM	REQUIREMENT	DATE OFFERED	RETURNS
Luminous Baseball Pencil (Test)			
WGBI - Scranton		6/22/40-7/8/40	20
KTW - Philadelphia		6/22/40-7/19/40	434
WGY - Schenectady	1 top, 10¢	6/24/40-7/20/40	281
WHAM - Rochester		7/13/40-7/30/40	82
WNAC - Boston		7/15/40-7/29/40	171
J. A. Pedometer (Test)			
WJAR - Providence	1 top, 10¢	6/24/40-7/20/40	56
WGY - Schenectady		6/22/40-7/30/40	182
J. A. Pedometer	1 top, 10¢	1/6/41-2/28/42	886,197
Insert in Pedometers:			
First Aid Kit	1 top, 10¢	1/29/41-1/31/42	31,417
Crocodile Luminous Whistle (Test)			
KSTP - Minneapolis	1 top, 10¢	5/23/41-6/19/41	656
KDAL - Duluth		5/23/41-6/6/41	153
Blackout Safety Belt (Test)			
WGY - Schenectady	1 top, 10¢	5/24/41-7/26/41	1,869
WHBF - Rock Island		5/23/41-7/7/41	222
(This became a major Lone Ranger premium with 568,131 returns; it did not become a major Jack Armstrong premium, just a test).			
Insert in Kix Whistling Sirens:			
Flashlight Pistol	1 top, 15¢	7/17/41-9/2/41	183
Flashlight Pistol	1 top, 10¢	7/17/41-8/27/41	284
Congo Chess Game	1 top, 10¢	7/18/41-9/25/41	91
Jungl Blow-Gun	1 top, 10¢	7/17/41-11/17/41	138
J. A. Picture Book			
WGY - Schenectady &	1 top, 10¢	8/2/41-9/2/41	753
WNAC - Boston			
Sound Effects Kit	Words Br. of Champions, 10¢	10/3/41-2/28/42	114,140
Insert in Sound Effects Kit:			
Photo Compartment Ring	1 top, 10¢	11/17/41-12/16/41	122
Binoculars	1 top, 25¢	11/10/41-11/13/41	38
Service Ring (Army, Navy etc.)	1 top, 10¢	11/7/41-12/15/41	111
J. A. Secret Bombsight	1 Top, 10¢	1/5/42-9/29/42	444,677
Write A Fighter Corps WAFC Banners to Teachers	5 names of friends	10/9/42-1/8/45 10/23/42-4/20/44	149,407 940
Wooden Baseball Pencil	1 top, 10¢	6/24/43-8/13/46	18,073

PREMIUM	REQUIREMENT	DATE OFFERED	RETURNS
Tru-Flite Model Planes			
#1 P40 & Zero			
#2 Spitfire & Focke Wulf			
#3 Hellcat & Nakajima			
#4 Fulmar & Heinkel	2 tops, 5¢	4/27/44-3/7/47	3,361,400
#5 Thunderbolt & Yak			
#6 Aircobra & Stormovik			
#7 Mustang & Jap Aichi			
Library of Sports (18 Books)	1 top, 10¢ per 2 books	2/8/45-????	100,000
Cub Pilot Corps Training Kit	2 tops, 10¢	4/6/45-2/28/46	399,798
Cub Pilot Newspaper & Dog Tag	1 top, 10¢	November, 1945	200,000
Parachute Ball (Parachute Ball was also a Lone Ranger premium)	1 top, 10¢	May, 1947-12/1/47 with 33,944 returns	???
Navy Signal Mirror (Surplus)	1 top, 25¢	1947	???
Army Goggles (2 pair) (Surplus)	1 top, 15¢	1947	???
J. A. Explorer Sun Watch	1 top, 15¢	1948	???
200 Postage Stamps	1 top, 15¢	1948	???

(The Parachute Ball, Navy Signal Mirror and Army Goggles were advertised as premiums in premium Wheaties Captain Marvel & Whiz small comic magazines in 1947).

Note: The DATE OFFERED column refers to the first and last returns as recorded by General Mills. Some premiums may have been later reoffered at a later date after the above offers).



The 1936 Chart Game



The 1937 Big 10 Football Game

ACCEPT THIS AMAZING NEW GENUINE "CHINALITE" GLASSWARE

"Breakfast of Champions" CEREAL BOWL

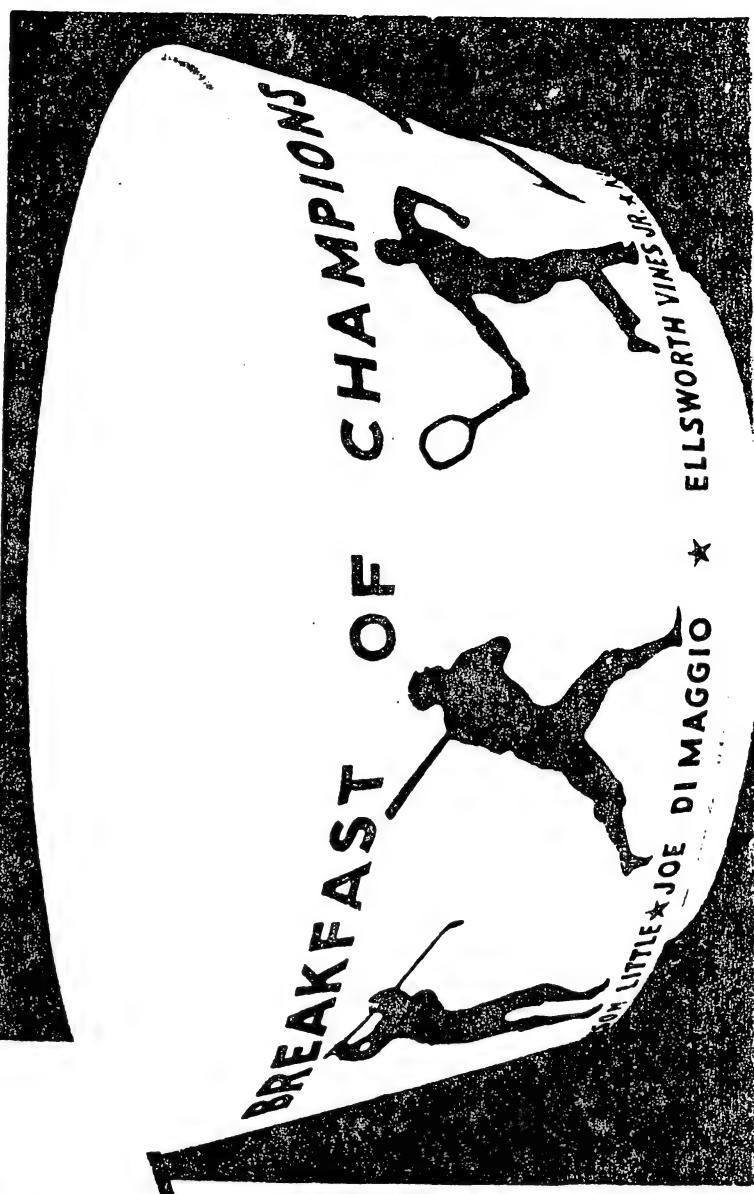
YOU DON'T PAY
A PENNY FOR THE
BOWL

Accept It Right At Your Grocer's
Just for Trying WHEATIES

From Your Grocer Now
At No Extra Cost
WITH THE PURCHASE OF 2 PACKAGES OF
WHEATIES

WHILE THEY LAST ONLY: LIMIT 1 TO A FAMILY

IMPORTANT: This Remarkable Value Offer
Made Solely To More Quickly Induce
Even More Millions To Try WHEATIES
—Whole Wheat In The Form Children
Rave About . . . Beg For More



A Remarkable Value:—It comes in an entirely new type of glassware—called "Chinalite." So white it resembles the finest china. You'll marvel at its moon-glow luster. Yet it possesses a strength which makes it virtually chip- and crack-proof. The figures of the athletes (Red Grange, Robert Feller, Lawson Little, Joe Di Maggio, Ellsworth Vines, Jr., Kit Klein, Jack Armstrong, Babe Didrikson, June Funtner) are all the popular heroes of children. And they are printed in a newly developed red shade which has proved exceptionally popular. The bowl is large; measures 5 inches across, 2 1/4 inches deep; holds a good big breakfast of Wheaties. Incidentally, the shape of this bowl is such that it is not apt to tip easily.



FUTURE CHAMPIONS OF AMERICA

A NATIONAL ORGANIZATION OF BOYS AND GIRLS

PLEDGE

In joining the FUTURE CHAMPIONS OF AMERICA, I promise to live up to its ideals of fair play and wholesome exercise, to keep myself physically fit to the best of my ability, and to cooperate with my team mates and our Coach at all times. I will be faithful to the schedule of activity as outlined in this Manual and will add service stars to my insignia only after I have earned them fairly.

TEAM NO.

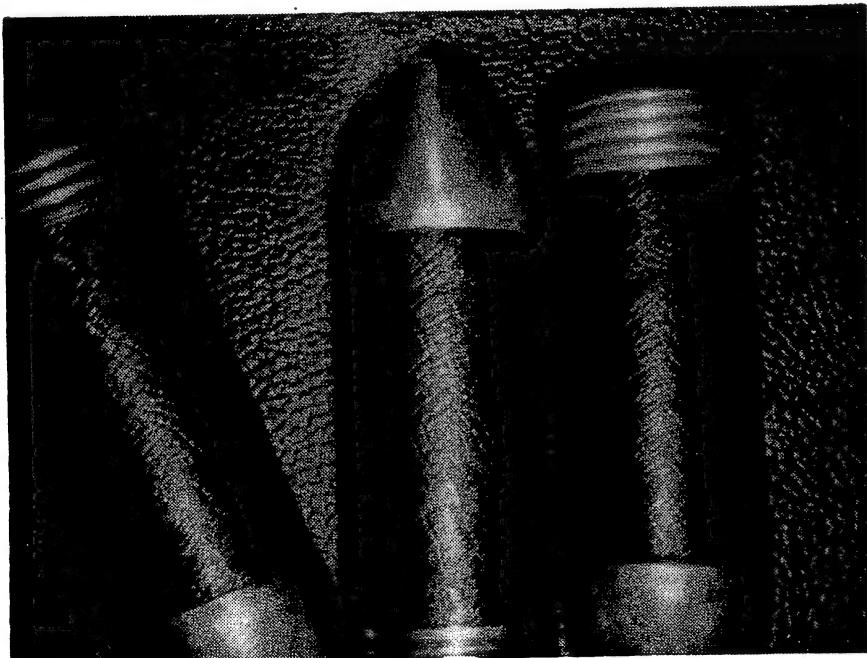
DATE

TEAM CAPTAIN

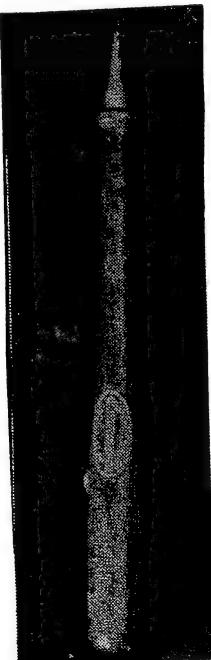
TEAM MEMBERS:

COACH

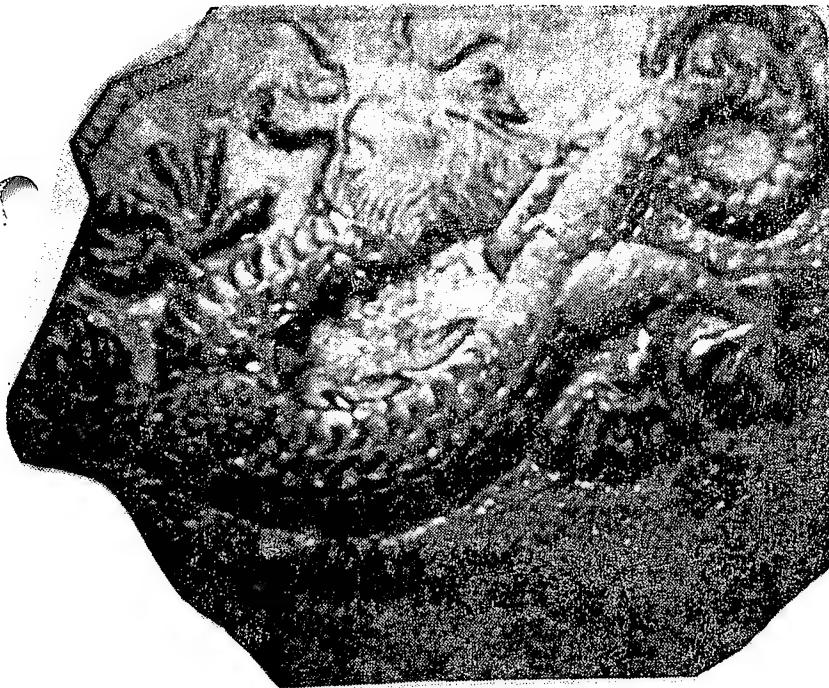
Future Champions of America Pledge



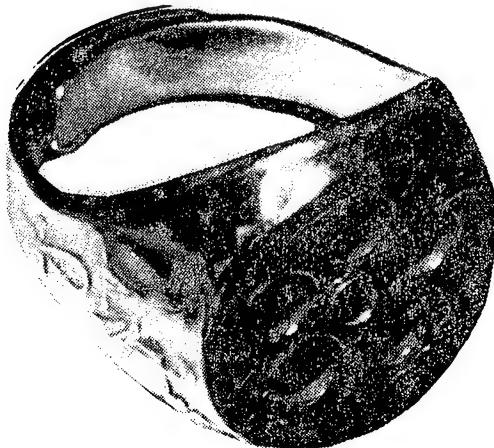
Torpedo Flashlights came in 3 colors



Baseball
Pencil



Dragon Talisman



Whistling Ring

SPECIAL ORDER BLANK FOR ADDITIONAL DRAGON'S EYE RINGS

If you want to get another dragon's eye ring, (or several rings) for yourself or to give to your friends for Christmas, send the order blank below to "Jack Armstrong, Dept. 494, Minneapolis, Minn." Be sure to enclose 10 cents and a Wheaties boxtop for each ring you order.

I want _____ rings. Enclosed is _____ cents and _____ Boxtops.

My name is _____

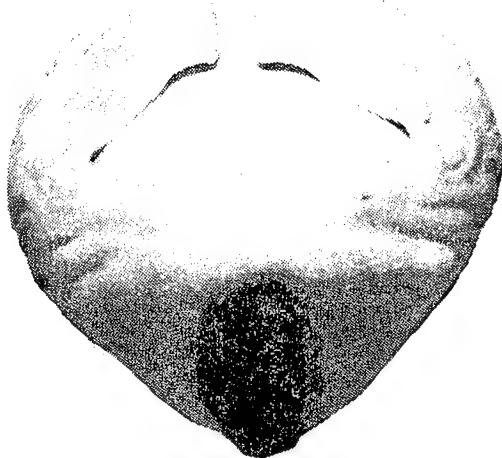
I live at _____
(Street)

(City) _____ (State) _____

(This offer expires January 2, 1941.)

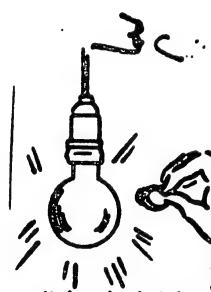
B1000

Dragon's Eye Ring



IMPORTANT!

HOW TO "CHARGE" YOUR LUMINOUS DRAGON'S EYE RING TO MAKE IT GLOW IN THE DARK!



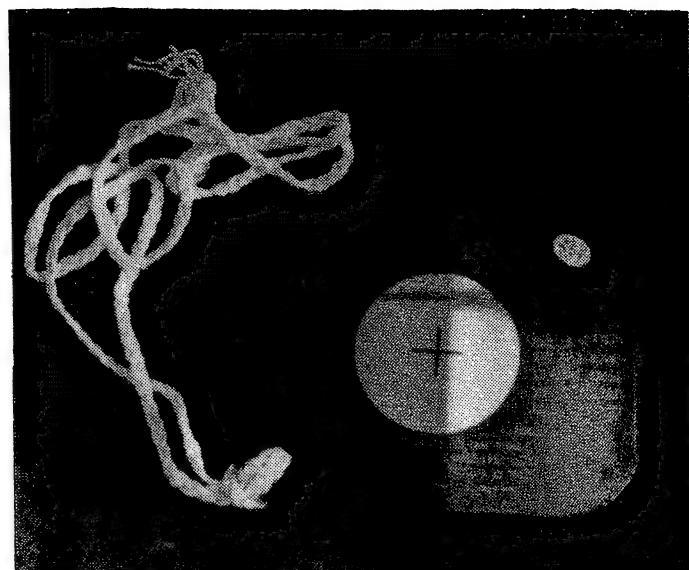
Hold your dragon's eye ring up close to a lighted electric bulb for one half minute or more. This "charges" your dragon's eye ring so it will glow in the dark ... the longer you hold your ring to the light, the brighter and longer it will glow. You may "charge" your ring this way as often as you wish. You can also "charge" your dragon's eye ring by holding it in the sunlight. *But be sure you do not expose your ring to the direct rays of the sun for too long a time!*

IF YOU WANT TO MAKE YOUR RING LARGER: (1) Place it in hot water (not boiling) for about five minutes. (2) Take it from the water and put it on your finger, bending it to the right size. (3) When you have bent it so it fits, put it in cold water for a minute. (4) Your ring should now fit perfectly.

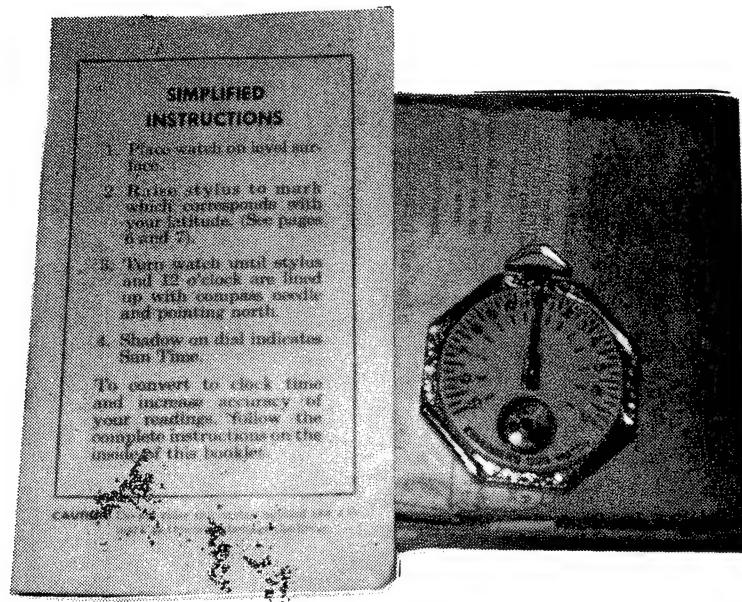
(Special Order Blank on other side)



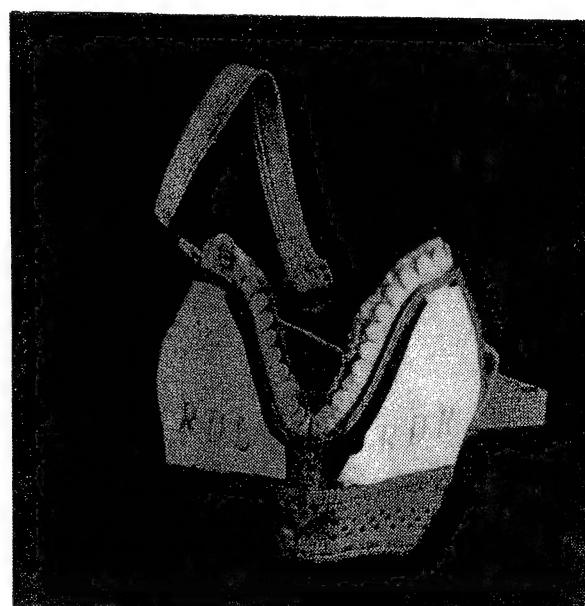
The Magic Answer Box



Navy Surplus Signal Mirror &



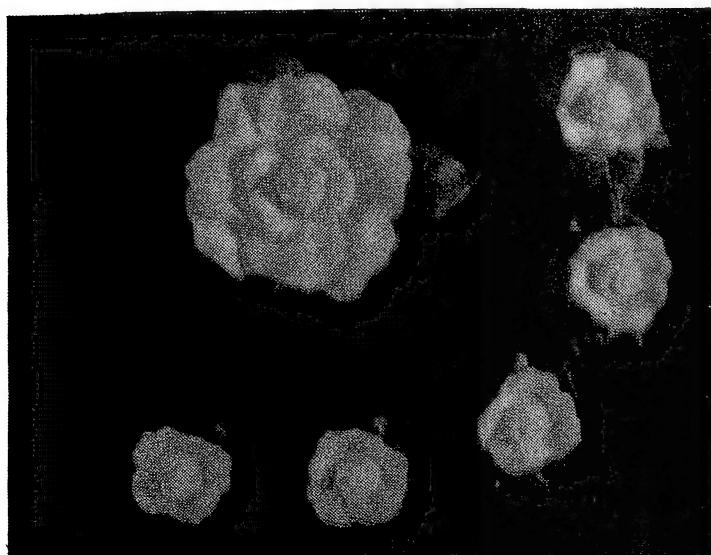
Jack Armstrong's Sunwatch



GOOGLE
STOCK No. 37G3531

For dark adaptation and observation of machine gun tracer fire.

To clean the lens use a clean soft cloth and clean gently to avoid scratching the precision surface of the plastic. Clean goggle regularly to avoid an accumulation of dust and dirt throughout the goggle.



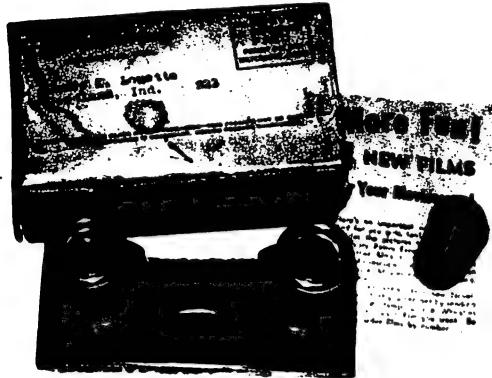
Betty Fairfield Gardenia Bracelet & Brooch

AMERICAN OPTICAL COMPANY

1944



Blue Hike-O-Meter



Moviescope



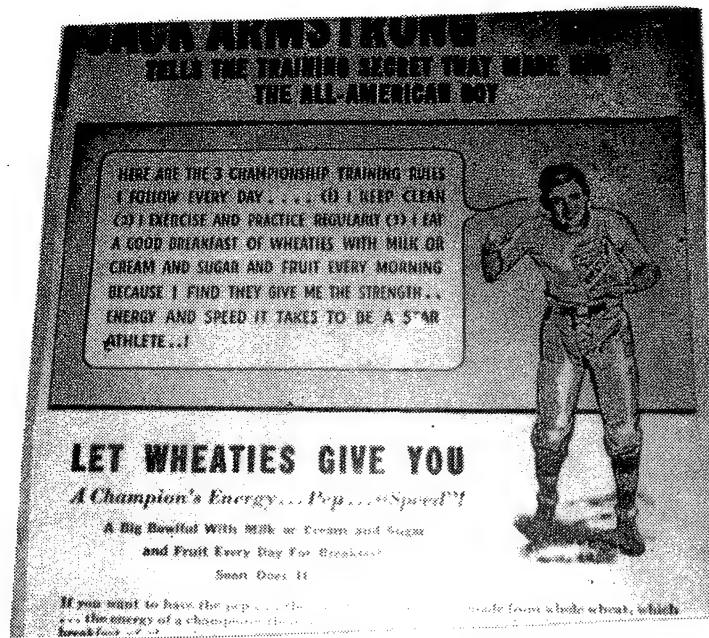
Jack Armstrong Pedometer



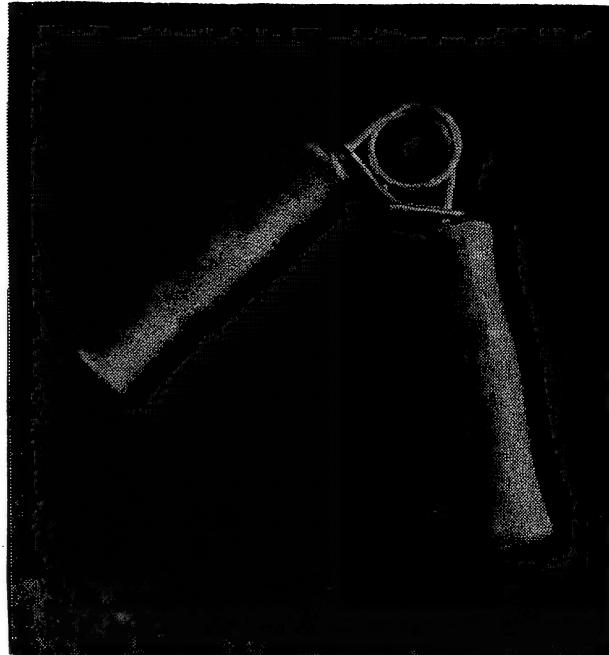
Pull one telescope out to its greatest length and use as a prop to hold display cover in place (see illustration). Be sure flanges are placed securely in die-cuts.

Explorer Telescope Store Display





Box backs had J. Armstrong features



Hand Exerciser



Wee - Gyro



Sky Ranger Airplane



This book had no connection with the Jack Armstrong show

REAL LIFE ADVENTURES - Kids listened to the Jack Armstrong program and they daydreamed about the day when they too would be involved in similar adventures. At times, such adventures did come along.

On the program in 1935, Hudson High went in for skiing. On a ski sailing expedition one day, one of the younger boys was carried out on to thin ice in the middle of the river. Jack Armstrong rescued the boy by crawling out on a plank to retrieve him from the icy water. A few weeks later, three St. Paul boys on their way to school cut across a pond and one of the boys, Warren Frosberg, fell through the ice. Four older boys came to help and one of them remembered the Jack Armstrong technique he had heard on the radio program. He found a long plank at a nearby garage and used it to pull the boy to safety. When the story appeared in the St. Paul papers, the story was told the following day on the Jack Armstrong program and each of the boys was presented with a case of Wheaties (just think of all those boxtops!).

On December 19, 1935, two youngsters were listening to the Armstrong program while their parents had gone to the grocery. Hearing a shot in the alley below their apartment window, they saw their father, Mr. Liggett, lying there dead. Since the Liggett children later recalled what was happening in the radio script when the shot was fired, a copy of the script was checked and the exact time of the murder was determined. At the trial of the one who had fired the shot, a representative of the program came up to testify and presented a copy of the Jack Armstrong script to the youngsters signed by Jim Ameche, Sarajane Wells and John Gannon - Jack, Betty and Billy.

By the Middle of April, 1938, over five million kids around America had Jack Armstrong Explorer Telescopes. A Minneapolis boy heard a scream one day and looked through his telescope to see a boy on the roof of a shed about a block away who was holding a live electric wire while another boy tried to pry him loose. The boy with the telescope called help, then ran to see what he could do to help until the fire department arrived. The boy holding the wire was rescued without being seriously burned because of a Jack Armstrong premium.

How many similar unpublicized tales could be told is hard to say. The Armstrong program was always filled with educational tips for youngsters. Perhaps the sailing terminology so freely dispensed on each ocean voyage was somewhat beyond the average kid, but still you could learn to say, "Out with the bad air, in comes the good air" when giving artificial respiration to get the rhythm right, and learn that storing oily rags in a box can cause spontaneous combustion, and even learn that the lead in a pencil and a diamond are made of the same carbon substance. Jack Armstrong was always education for the listener. Some of that education was handy at times.

SINGERS - The Wheaties commercial theme was sung from the first by the Norsemen Quartet, made up by:

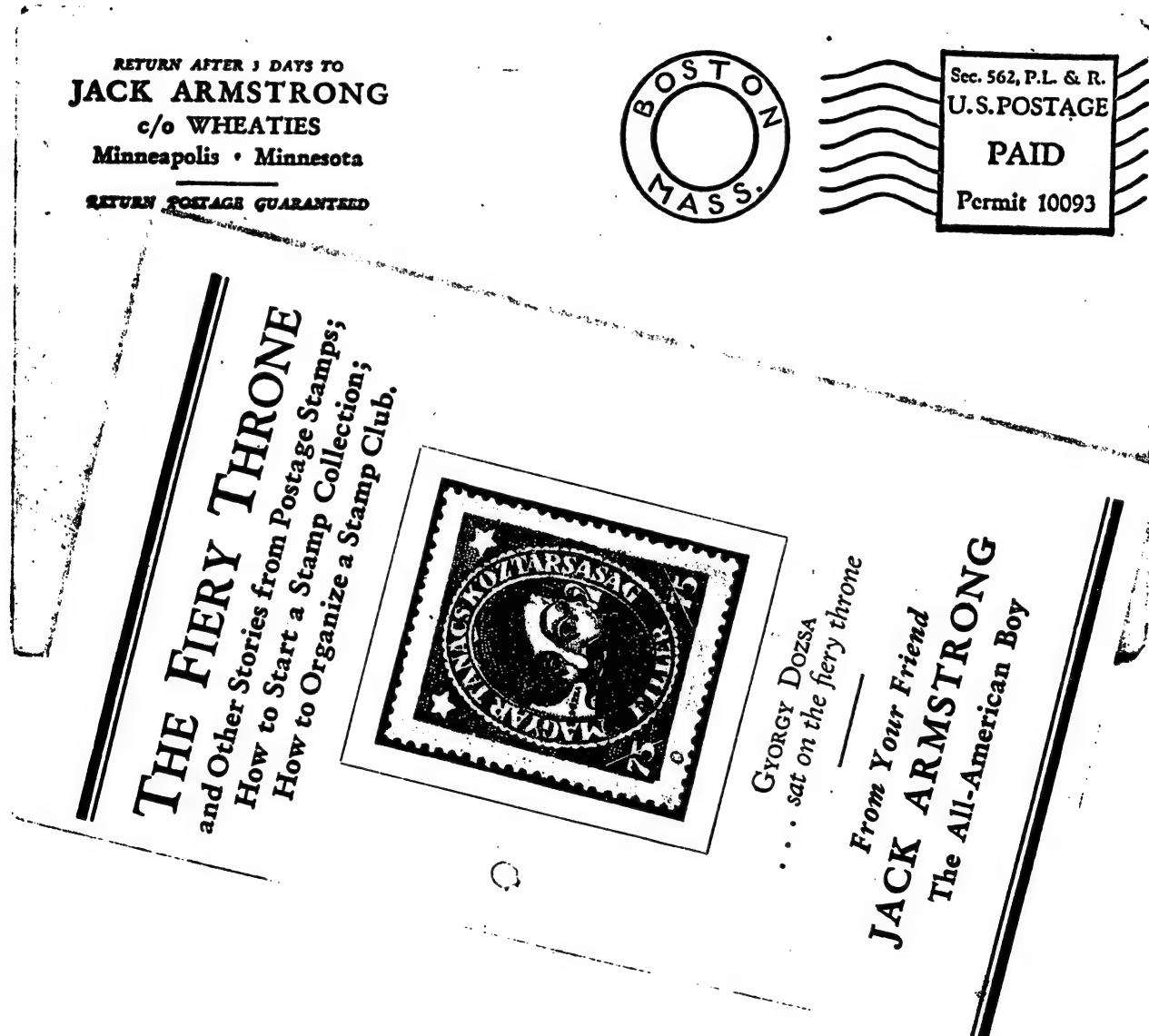
Kenneth Schon
James Peterson
Ed Lindstrom
Ted Kline
Al Revere

SPRING DEAL - The so-called "Spring Deal" promotions were premium offers made over the counter during the spring of each year for several years. Each offer meant that the purchaser must buy two packages of Wheaties (except in November, 1935 it was Bisquick) in order to be handed the premium on the spot. The Spring

Deal promotions for the 1930's were:

April, 1933	Skippy & Sooky Beetlesware Bowl
April, 1934	Chromium Bon-Bon Dish
April, 1935	Shirley Temple Dish
Novem, 1935	Shirley Temple Mug
April, 1936	Shirley Temple Pitcher
April, 1937	Milk Glass Bowl with Red Sports Figures
April, 1938	Jack Armstrong Explorer Telescope
April, 1939	Jack Armstrong Torpedo Flashlight
April, 1940	Jack Armstrong Sky Ranger Airplane

STAMP COLLECTING - Stamp collectors have been in great number since the first postage stamp was issued in England in 1940. In the 1930's, when the Jack Armstrong program came along, there were hundreds of thousands of children who collected postage stamps and the program had many offers over the years. Stamps were furnished by the H. E. Harris Company of Boston, a firm which General Mills would own for a time in later years.



From a 1935 Stamp Collecting Offer

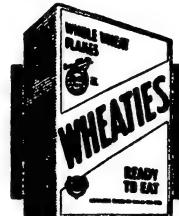
WHEATIES bring you these VALUABLE STAMP LOTS

START A COLLECTION TODAY!

Now, through Jack Armstrong and WHEATIES, you can get the following valuable "Honor-Bilt" stamp lots, containing all different stamps, guaranteed to be genuine by H. E. Harris & Company, Boston, the world's largest stamp establishment. These lots are all big values.

To get these stamps, follow instructions on the back of this folder—be sure to send all orders, with sales slips from your grocer showing you have purchased Wheaties and with proper remittances, to Jack Armstrong, c/o Wheaties, Minneapolis, Minnesota.

1. 20 ARGENTINE & CHILE. Stamps with portraits of heroes and famous men from these South American countries. (Sales slip, showing the purchase of 2 Wheaties packages, and a nickel.)
2. 17 CHINA & MONGOLIA. Fascinating stamps from two Asiatic countries much in the news today. Mongolia is a land few white men have ever seen. (Sales slip, showing the purchase of 2 Wheaties packages, and a nickel.)
3. 43 DENMARK & NORWAY. Mountainous countries of Northern Europe; Norway is often called the "land of the midnight sun." (Sales slip, showing the purchase of 2 Wheaties packages, and a nickel.)
4. 18 GREECE & EPIRUS. Among other interesting scenes is a soldier firing at the enemy. Epirus will probably never again issue stamps, as it was conquered and annexed by Greece nearly twenty years ago. (Sales slip, showing the purchase of 2 Wheaties packages, and a nickel.)
5. 27 ITALY & FIUME. Fiume, which now belongs to Italy, is an important seaport over which European nations for hundreds of years have bitterly fought. (Sales slip, showing the purchase of 2 Wheaties Packages, and a nickel.)



6. 16 SOUTH SEA ISLANDS. These stamps come from romantic lands thousands of miles away—Oceania, Australia, Dutch Indies and other exotic islands of the South Seas. (Sales slip, showing the purchase of 2 Wheaties packages, and a nickel.)

7. 9 ABYSSINIA. 1919 issue, ½g to 12g, valued in the Standard Stamp Catalog at 88¢! These scarce and beautiful stamps contain pictures of animals—giraffe, leopard, rhinoceros, etc.; also a portrait of the King, who is a descendant of King Solomon and the Queen of Sheba! Abyssinia is a wild and mountainous country in northeast Africa. (Sales slip, showing the purchase of 2 Wheaties packages, and a dime.)

8. 10 AZERBAIJAN. 1922 issue; these ten, weird-looking stamps show scenes from a strange land. (We'll bet even your geography teacher can't tell you where this country is located!) They are valued in the Standard Stamp Catalog at 85¢! (Sales slip, showing the purchase of 2 Wheaties packages, and a dime.)

9. 8 LIBERIA. Issue of 1923, 1¢ to 25¢. Fascinating, giant-sized stamps from the only Negro Republic on earth. On these stamps are pictures you have never before seen! (Sales slip, showing the purchase of 2 Wheaties packages, and a dime.)

10. 12 MONTENEGRO. 1896, 1n to 2fl complete—these scarce stamps are nearly forty years old! (Sales slip, showing the purchase of 2 Wheaties packages, and a dime.)

11. 12 NYASSA. The 1921 Provisional Issue complete. Twelve of the most interesting, picturesque stamps we've ever seen—camels, giraffe, zebra, and Vasco da Gama's ship! Valued

SAVE THIS LEAFLET

in the Standard Stamp Catalog at 60¢! (Sales slip, showing the purchase of 2 Wheaties packages, and a dime.)

12. 50 UNITED STATES. A splendid collection of postal issues, old and new, including commemoratives. No revenue, telegraph or envelope stamps. You'll be proud to own this unusual assortment! (Sales slip, showing the purchase of 2 Wheaties packages, and a dime.)

ORDER BY NUMBERS SHOWN OPPOSITE STAMP LOTS

for any one of

STAMP LOTS 1, 2, 3, 4, 5 and 6—send sales slip showing purchase of 2 packages WHEATIES plus a nickel. Send sales slip and nickel for each stamp lot ordered.

for any one of

STAMP LOTS 7, 8, 9, 10, 11 and 12—send sales slip showing purchase of 2 packages WHEATIES plus a dime. Send sales slip and dime for each stamp lot ordered.

NAME ALTERNATE CHOICE

Some of the stamps listed here come from the other side of the world—thousands of miles away, where transportation is difficult and uncertain. Occasionally, certain packets may be temporarily out of stock. So be sure to include in every request for a stamp lot, the number and name of another lot which can be substituted in case your first choice packet is temporarily out of stock.

Wrap coins securely in a piece of paper so they won't get lost. Be sure to enclose a separate sales slip for each stamp lot ordered. Print your name and address.

SEND ORDERS TO

JACK ARMSTRONG, c/o WHEATIES, Minneapolis, Minnesota



NEW
VALUABLE
STAMP LOTS
...EASY TO OWN!
(SEE INSIDE)

A 495



From one of the earliest Stamp Premium Offers

Jack Armstrong's Official TREASURE HUNTER'S GUIDE

Where to Look for, and How to Identify,
Rare United States Stamps; What They
Are Worth; and Where and How You
Can Sell Them Immediately for Cash.



The famed ~~24~~ airmail stamp of
1918 with center inverted is
worth from \$2,000 to \$3,000!

Compliments of
NEW SPERRY WHEAT HEARTS
The New Delicious Hot Cereal

Above, a 1939 test premium was a Stamp Collector's Guide to rare stamps. Only 1,465 of the booklets were sent out. Sperry Wheat Hearts sponsored this one premium.

Right, Jack, Betty and Arrow Champ are featured in a 1935 Stamp Collector's booklet.

READ CAREFULLY!

Dear Friend:

My official "Treasure Hunter's Guide" is being published by special arrangements between General Mills, Inc., who make "Wheat Hearts," and H. E. Harris & Co. of Boston, the world's leading stamp firm.

In this Guide you will find pictures that will enable you to identify postage stamps worth from \$1.00 to \$10,000.00 apiece—stamps you may be able to find right in your own home, in the homes of neighbors and other unexpected places!

Beneath each stamp is given the range of prices at which H. E. Harris & Co. will buy that stamp from you for cash—provided the stamp is genuine and not in damaged condition.

A range of prices is given because it is impossible for H. E. Harris & Co. or anyone else to quote an exact price for a stamp without actually seeing the stamp. I am sure, however, that they will always pay you a fair price for whatever stamps you send them.

And because they are going to so much trouble in offering to buy any of these stamps which you may find, I want you to help them by observing the following rules:

1. Read and follow carefully the instructions given on Page 2.
2. Do not send any stamps to H. E. Harris & Co. unless you find them listed in this booklet (except as noted in Instruction 6 on Page 2).

Here's hoping you will find many rare and valuable stamps with the help of my Treasure Hunter's Guide!

Sincerely,

JACK ARMSTRONG
AND HERE IS **JACK ARMSTRONG**
"THE ALL-AMERICAN BOY" Who Made
This Amazing WHEATIES
Stamp Offer Possible . . .



JACK ARMSTRONG with BETTY FAIRFIELD, "The All-American Girl," and his famous dog, "ARROW CHAMP."

THEME SONGS - March music which began, "Spread your wings, you eagles, and fly" was an opening for the Jack Armstrong program during the war years of World War II, but the most memorable music for the program came from two other songs which opened and closed the show. The Hudson High School Song was based upon the Chicago University Rouser, "Wave the Flag for Old Chicago," and went, originally:

Wave the flag for Hudson High, boys,
Show them how we stand.
Ever shall our team be champions
Known throughout the land. Rah! Rah!
Boolah boolah, boolah boolah,
Boolah, boolah, boolah boo!
Rah! Rah! Rah! Hudson High.

Yale University objected to the use of the term "boolah" and the use of that word was dropped.

Closing of many programs presented the Wheaties Song. This song was an original and not published in any form. It was adopted from some song but General Mills did not reveal the source.

Have you tried WHEATIES?
They're whole wheat with all of the bran.
Won't you try WHEATIES,
For wheat is the best food of man.
They're crispy, they're crunchy
The whole year through
Jack Armstrong never tires of them
And neither will you.
So just buy WHEATIES
The best breakfast food in the land!

TRAINING RULES - Jack Armstrong's training rules were frequently heard on the program and often seen in Wheaties advertisements.

Right, Jack's Training Rules from a 1935 Stamp Collecting booklet.

ARE YOU FOLLOWING JACK'S THREE IMPORTANT TRAINING RULES?

Jack Armstrong is probably the best known boy in America today. He broadcasts his adventures over the radio every day in the week except Saturday and Sunday.

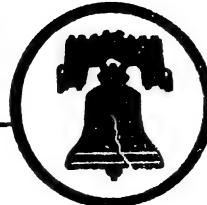
Jack is an outstanding athlete in many sports and will tell you that he keeps in top form by following these three simple training rules:

1. Get plenty of fresh air, sleep and exercise.
2. Make a friend of soap and water, because dirt breeds germs, and germs can make people sickly and weak.
3. Every morning eat a "Breakfast of Champions"—a big bowlful of crisp, crunchy delicious Wheaties, with milk or cream, sugar and some kind of fruit.

Follow Jack's Rules—Eat Wheaties Every Morning—And Be a Winner

WAF C

MINNEAPOLIS, MINN.



★ OFFICIAL ★
HEADQUARTERS

GL

October 2, 1942.

Dear Friend:

I'm told you're a loyal follower of the radio adventures of JACK ARMSTRONG -- and so, I'm letting you in on some real news. You'll want to be one of the first to hear about it.

You know everyone has been asked to do his or her part in winning this war. I'm sure you've been doing your part -- but here's another swell way for you to pitch in and really make it count! Yes, we've got a dandy idea, one so good that the United States Navy Department and the War Department have approved it officially.

We're going to announce it on Monday, October 12, on my program -- JACK ARMSTRONG, the All-American Boy. It may be announced on Tuesday, October 13, too -- but be sure to listen in on Monday.

Follow instructions and when you hear the announcement, don't waste a minute -- and you'll be a squadron leader right off the bat! It will be fun to see who will be first in your neighborhood to be entitled to wear the squadron leader's honor bars -- a sure way of showing grownups that you are doing your part toward winning the war. Besides being patriotic, this new idea will be fun, too!

You won't have to send any money or any boxtops.

All I'm asking you to do is to listen to my program on Monday, October 12. Ask your Mother or Dad to show you where the Blue Network station comes in on your radio -- that's where you'll find my program.

Be sure to listen! With all best wishes,

Your pal

Jack Armstrong

WRITERS - The Jack Armstrong program was created by Robert Hardy Andrews. He was a former newspaperman who had experience in writing Skippy and wrote other radio and television scripts. Other writers, including Lee Knopf and Irving J. Crump, wrote for the program. In 1936, Talbot Mundy assumed the responsibility for scripts. He was the author of the popular novel, King of the Khyber Rifles which became a motion picture of some popularity. A world traveler, Mundy had Jack Armstrong and his friends traveling to parts of the world little known to the average listener. When Mundy died August 4, 1940, Paschal N. Strong became the writer. Strong had written sports stories for boys' magazines and had the knack of keeping a youngster's interest in the day-to-day plots as Mundy had. Writing of the program during the Armstrong of the S.B.I. deterioration of the program was in the hands of James Jewell.

So long, from your pal,
Jack Armstrong





JACK ARMSTRONG'S SECRET WHISTLE CODE



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INSTRUCTIONS

One Whistle	(Short) Attention
Two Whistles	(Short) Be on guard for trouble
Three Whistles	(One long, two short) In danger, come at once
Four Whistles	(Short) We're being watched
Two Whistles	(Two Long) Important news — meet me at once



A-1021



BILLY



The All-American Team

Jack

Betty

Arrow Champ





Sincerely,
Betty Fairfield